Mohamed **Siddique**

CONTACT

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+918056410788

EDUCATION

Bachelor Degree in
Information Technology
SSN College, Chennai
Jul 2015 – May 2019

SKILLS

Product Thinking,
Interaction Design, Visual
Design, Prototyping,
Illustration

CODING

HTML, CSS , Javascript ,
C++, Swift

SOCIAL LINKS

linkedin/msiddique26

dribbble/msiddique26

medium/msiddique26

github/siddique26

Senior Product designer with 5+ years of experience designing mobile & web apps. I enjoy doing all the spectrum of the design process and I push pixels with a purpose.

EXPERIENCE

Zepto | Senior Product Designer

Feb 2024 – Present

- Designing grocery experiences in Zepto's 10 minutes delivery app.
- Designing and strategising Zepto Ads tool from inception to improve campaign creation experience for advertisers.

Flipkart | Product Designer 2

Apr 2022 – Feb 2024

- Led the designs of Flipkart Fintech & Payments team.
- Redesigned the most used payments page in India.
- Led personalisation team in creating tailored experiences for different user cohorts (shoppers) in India.
- In growth charter, proposed and designed over 50+ hypotheses to enhance shopping funnel optimisations and conversions.

Freshworks - Product Designer

Dec 2019 – Mar 2022

- Designed major lead generation features(webform) for CRM.
- Designed Landing page building experience for marketers to publish marketing websites in minutes.
- Led the design of Freshworks CRM and Shopify integration flows.

MaidSafe - UX Designer

Dec 2018 – Nov 2019

- Redesigned the safenetwork.tech website.
- Co-led the design of a perpetual web browser (dApp) and the Safe Network desktop application.