

# MOHAMMED NOUSHAD

Senior Product Designer | UX/UI | Design Systems | AI-Driven Experiences

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## PROFESSIONAL SUMMARY

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Senior Product Designer with 11+ years of experience delivering end-to-end UX/UI for B2B enterprise and consumer products — from user research and wireframes to high-fidelity UI and developer handoff. Bridging design, front-end code, and AI-assisted workflows to ship faster without compromising craft. Built and scaled design systems across 5+ products. Experienced with product analytics (Hotjar, Clarity) to drive data-informed iteration. Building expertise in Agentic Experience Design (AX). Based in Dubai, available to join immediately.

## CORE SKILLS

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**Design & Research:** End-to-end Product Design, UX Strategy, Interaction Design, Visual Design, User Research (planning, synthesis), Usability Testing, Wireframing, Prototyping, Information Architecture, Responsive & Mobile-First Design, Accessibility (WCAG), Design Thinking, Agile/Scrum

**Design Systems:** Component Libraries, Design Tokens, Documentation, Governance, Cross-team Adoption, Figma, FigJam, Storybook

**Technical:** HTML, CSS, TypeScript, React, Next.js, Tailwind CSS, Git, REST APIs, VS Code, Cursor, Claude Code, Open Code.

**AI & Automation:** AI-assisted Design Workflows (Figma AI, Claude, GPT), Agentic Workflows (n8n, Hermes), Prompt Engineering, AI-Powered Prototyping

**Tools & Analytics:** Figma, FigJam, Adobe Creative Suite, Pencil, Hotjar, Microsoft Clarity, Jira, Notion, Slack

## PROFESSIONAL EXPERIENCE

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**Product Designer** — Valmont Industries, Dubai, UAE (Hybrid) | Aug 2022 – Dec 2025

- Led end-to-end UX/UI for 5+ enterprise web applications serving agricultural dealers and field technicians across 40+ countries
- Drove a 5-app legacy consolidation into a single unified platform — redesigned information architecture, navigation, and shared component library
- Owned the Valmont Design System: built 60+ reusable components, design tokens, and documentation adopted across 3 product teams
- Reduced design-to-development handoff time by 40% through standardized Figma components and token-based specs
- Conducted user research and usability testing sessions with dealers and farm operators — synthesized findings into actionable UX improvements
- Used Hotjar and Microsoft Clarity to identify friction points, driving a 25% improvement in key task completion rates

Tools: Figma, FigJam, Figma Make, Pencil, Hotjar, Microsoft Clarity, Jira

**Product Designer (Freelance)** — Independent Consultant, Dubai, UAE | Mar 2020 – Jun 2022

- Delivered full-cycle UX/UI for 8+ client projects across fintech, travel, logistics, and enterprise SaaS
- Designed and shipped FinFlow — a behavioral savings app with gamified goal-based tracking, from concept to interactive prototype
- Led Voyacher travel platform redesign: redesigned discovery-to-checkout flow, increasing booking completion rate
- Facilitated stakeholder workshops to define scope, success metrics, and product roadmaps for early-stage startups
- Produced developer-ready design specs with token-based handoff, reducing implementation rework

Tools: Figma, FigJam, Notion

**UI/UX Design Specialist & Motion Designer** — AddSense Media, Dubai, UAE | Apr 2017 – Mar 2020

- Designed responsive web and mobile interfaces for 15+ digital products and marketing platforms
- Created motion design and micro-interaction prototypes to communicate UI behavior to engineering teams
- Established a reusable UI kit and pattern library, cutting design time for new features by 30%
- Maintained visual quality standards across all client deliverables through design reviews and style guide enforcement

**UI/UX Designer** — Proaims Security System, Dubai, UAE | Jan 2014 – Feb 2017

- Designed user interfaces and interaction flows for web-based security management solutions
- Produced wireframes, high-fidelity UI screens, and developer specification documents for stakeholder reviews
- Improved dashboard usability by simplifying navigation and consolidating redundant screens based on user feedback

## SELECTED PROJECTS

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**Valmont Legacy Redesign (2023–2025):** Consolidated 5 legacy enterprise apps into a single React/Next.js web platform. Redesigned information architecture, built shared component library, and delivered role-based dashboards. 1,000+ active users.

**Voyacher Travel Platform (2021):** End-to-end UX redesign for a Qatar-based voucher travel platform. Redesigned discovery, voucher management, and cross-device checkout flows. Full case study at [enkay.dev/voyacher](https://enkay.dev/voyacher).

**Valley Design System (2022–2025):** Built a production design system with tokens, 60+ components, and governance guidelines. Scaled design consistency across 5+ products and 3 engineering teams.

**FinFlow Savings App (2024):** Designed a behavioral savings app from concept to prototype — gamified goal tracking, nudges, and rewards layer. Case study at [enkay.dev/finflow](https://enkay.dev/finflow).

For more work: [enkay.dev](https://enkay.dev)

## EDUCATION

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**Diploma in Graphic & Web Design** — Routers Intermedia Pvt Ltd, Bangalore | 2004–2005

**B.Com (Bachelor of Commerce)** — Bangalore University | 2001–2004

## CERTIFICATIONS

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- Create High-Fidelity Designs and Prototypes in Figma — Google / Coursera (Feb 2024)
- Build Wireframes and Low-Fidelity Prototypes — Google / Coursera (Jan 2024)
- Foundations of User Experience (UX) Design — Google / Coursera (Nov 2023)
- The Fundamentals of Digital Marketing — Google (Sep 2021)

## LANGUAGES

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English (Fluent) • Malayalam (Native) • Hindi (Conversational) • Arabic (Read & Write)