



Muhammad Arif

Product Designer | Consumer Mobile & Web | Fintech & Super Apps | Design Systems

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Based in Abu Dhabi, UAE

Summary

Product Designer with **6+ years** of experience designing high-impact **consumer** products across **fintech and telecom**, used by millions of users across multiple markets. Strong in product thinking, structured **problem solving**, and systems design translating user insights, business needs, and technical constraints into clear, scalable solutions. Experienced in **leading** the full product lifecycle from problem framing and research through execution, iteration, and release evaluation.

Technical Skills

- End-to-End Product Design (Discovery → Delivery)
- Structured Problem Framing & Product Reasoning
- Systems Thinking & Scenario-Based Design
- User Research (Interviews, Journey Mapping, Usability Testing)
- Mobile (iOS/Android) & Web Product Design
- Rapid Prototyping & Iterative Workflows
- AI-Assisted Design & Workflow Optimization
- Cross-Functional Collaboration (Product, Engineering, QA)
- Design Systems & Scalable Patterns
- Data-Informed & Experimentation Mindset

Core Competencies & Soft Skills

- Project Management
- Problem solving
- Smooth Communication
- Creativity
- Team Leadership
- Quick Learner

Work Experience

Senior UI UX Designer | Avrioc Technologies

September 2025 - Present, Abu Dhabi, UAE

Working closely with product managers and engineers to analyse complex **financial workflows**, **UX pain points**, **conversion issues** and **underlying system logic**, converting them into clear, easy-to-use interfaces aligned with Avrioc's multi-market strategy.

Key Responsibilities

- Developing a comprehensive **Figma design system** that scales across 500+ screens and multiple platforms.
- Establishing clear **interaction models**, **visual structure** and **responsive layout rules** to drive **consistency** across platforms.
- Partnering with **engineering teams** to validate **pixel accuracy**, supporting QA processes and keep design documentation current.

Key Projects include

- Miz Miz**: 500k+ users, 4.5★ rating (App Store & Google Play)
- Comera Pay**: 10K+ users, 4.5★ rating (App Store & Google Play)

Senior UI UX Designer | Evamp & Saanga (Outsourced to Axian Group)

July 2022 - August 2025, Islamabad, Pakistan

Lead the design and systemization of **next-generation fintech applications** for the banking and telecom sectors across multiple markets. Own the end-to-end design lifecycle from discovery to delivery ensuring accessibility, security, and alignment with technical frameworks.

Key Achievements & Responsibilities

- Designed and maintained scalable **Figma-based design systems** supporting 600+ screens across multiple fintech applications.
- Defined **interaction patterns**, **visual hierarchies**, and **responsive grids** for cross-platform consistency.
- Collaborated closely with developers to ensure **pixel-perfect implementation**, managing QA reviews and design documentation.
- Implemented **accessibility and security standards** (WCAG, PCI DSS) in design workflows.
- Directed user research and journey mapping to improve conversion and satisfaction metrics.
- Mentored junior designers and established best practices for design version control and documentation (Zeroheight, JIRA).

Key Projects include

- Mixx by yas Tanzania Super App**: 1M+ users, 4.8★ rating (App Store & Google Play)
- MVola Super App**: Top-rated 5.0★ fintech platform
- Mixx by yas Senegal Super App**: 1M+ downloads with optimized financial workflows

Senior UI/UX Designer | Mob Inspire

April 2022 - July 2022 | Islamabad, Pakistan

UI UX designer | Funsol Technologies

December 2021 - April 2022, Islamabad, Pakistan

UI UX designer | DPL (Part-time - Hybrid)

December 2019 - December 2021, Islamabad, Pakistan

Education

Bachelors of Computer Science

August 2021, Kohat University of Science & Technology

Certifications

- Foundations of User Experience Design | Google
- UX Design: Ideation | LinkedIn Learning

Awards & Recognitions

- Best Performer Award - Mob Inspire (2022)
- Best Performance Award - Tigo Pesa (2024)
- Top Performer of the Year - Axian Group (2025)