

Faizaan Siddiqui • Product (UX/UI) Designer

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SKILLS

Cross-functional Collaboration; User Research; Interaction Design; Design Systems; Usability and Accessibility; Wire-framing; Prototyping; Agile Methodology; Empathy; Customer Experience

WORK EXPERIENCE

VoPay, Product Designer, 2024 - 2026

- Designed and delivered B2C and B2B fintech products, with a strong focus on seamless digital payments, fund transfers, and wallet experiences.
- Spearheaded the creation of a cross-border money movement experience, enabling users to send funds internationally with ease catering to both consumer and business use cases.
- Worked across multiple product portals tailored for different financial verticals, each addressing unique user and transactional needs.
- Developed a comprehensive design system from the ground up to unify UI/UX across VoPay's ecosystem, improving efficiency, visual consistency, and scalability.
- Leveraged AI-powered tools (ChatGPT, Gemini, Claude) to accelerate research, identify user pain points, and optimize product flows.
- Delivered end-to-end design workflows using Figma, FigJam, and Figma Make conducting research, creating wireframes, prototyping, testing, and producing developer-ready high-fidelity designs.
- Applied modern UI practices such as minimalist linear design and glass-morphism to create clean, modern, and user-friendly interfaces.
- Paid meticulous attention to micro-interactions and visual detail to ensure each product was both visually refined and functionally robust.
- Collaborated closely with frontend and backend engineering teams to ensure design-to-development alignment and high-fidelity production delivery.
- Conducted user testing across varied scenarios to validate flows, iterate on feedback, and improve usability.
- Managed multiple design streams in parallel, maintaining high design standards while meeting fast-paced product deadlines.
- Tools used with high proficiency: Figma, Claude Code, Cursor, FigJam, Miro, Keynote, Lovable, and others.

Shumka Centre, UX/UI Designer, 2023 - 2024

MergeBase

- Conducted Heuristic usability evaluation, UX and interface review of the current platform.
- Optimized user flows by conducting heuristic evaluations and usability studies, resulting in a 40% increase in task efficiency and a streamlined interface that improved user experience and engagement metrics.
- Made wireframes and designed high-fidelity UI screens with new visual design strategy, reducing UI clutter.

Withe

- Developed comprehensive user flows and information architecture, resulting in a decrease in user errors and an increase in user engagement metrics
- Designed wireframes to set team's goal on the new user experience of the platform.
- Conceived new visual design strategy to revamp the look of the portal and enhance task completion efficiency by 70%.

Castofly

- Spearheaded the alignment of user flows and revamped low-fidelity information architecture; contributed to enhancement in user navigation efficiency and a rise in user task completion rates.
- Made wireframes to create a sense of the new user experience of the platform.
- Designed high-fidelity mockups for flows, projecting ease of use to be up by 40% for new users.

Withe, UX/UI Designer, Contract, 2023 - 2024

- Reviewed the current platform to assess and establish gaps in design.
- Orchestrated user flow redesign to enhance navigation model, aligning teams on information architecture; achieved 30% reduction in user errors.
- Designed wireframes to help developer team understand the functioning of the new flow for different user modes.

- Implemented the new and updated visual design strategy in different use-cases to reduce task efficiency by 50% and information visibility by 70%.

Ogee Studio, Senior UX Designer, 2020 - 2022

- Lead a team of designers spanning more than 15 distinct projects for an online education platform.
- Worked on B2B SaaS projects across different domains like finance, management, healthcare, HRM, and retail. Mentored junior designers by providing constructive feedback and guiding professional growth.
- Revamped user flows through comprehensive analysis of user behaviour and pain points, resulting in a 40% reduction in average task completion time and a 25% increase in user engagement metrics.
- Identified and resolved UX issues by working closely with developers and QA.
- Presented UX concepts and deliverables to clients addressing concerns and questions. Evaluated effectiveness of existing designs through usability testing and analytics data.
- Utilized Figma, Sketch, Axure, InVision, and Adobe Creative Suite to create high-quality designs.
- Conducted user research, interviews, and surveys to gather insights and inform design decisions. Validated hypotheses through A/B testing experiments aimed at optimizing conversion rates.
- Conducted regular design reviews to ensure all teams are on the same page, reducing daily meeting occurrence by 50%.
- Redesigned various flows, increasing in-house designed solution adoptability by 73%.
- Facilitated brainstorming sessions with cross-functional teams to generate innovative design solutions.
- Produced wireframes, mockups, and prototypes to effectively communicate design ideas. Refined visual design using typography, colour theory, layout principles, and iconography techniques.
- Optimized site navigation structures to improve user flows and ease of use. Oversaw end-to-end website and mobile app user experience. Increased the user adoption of new flows by 34%.

EDUCATION

Master of Design, Interaction Design

Emily Carr University of Art and Design, Vancouver, Canada, 2024

Bachelor of Design, Graphic Design, A+, CGPA: 8.94

Vishwakarma University, Pune, India, 2022

PUBLICATIONS

The Age of Minimalism, IJARESM Journal

Minima: Contemporary Approach to Business-to-Business Design Systems, Master's Thesis, Emily Carr University of Art + Design

CERTIFICATES

Adobe UX Foundation Learning Journey, Future Skills Prime, 2021

Design Thinking, Binghamton University, NY, 2019

TALKS

Guest Speaker

Shumka Design for Startups - Emily Carr University of Art & Design, 2024 & 2025

Guest Speaker

Vishwakarma University, 2025

SOFTWARES, TOOLS, PLATFORMS

Figma, Claude Code, Cursor, GitHub, Vercel, Lovable, Adobe Suite, Keynote, Pages, Google Suite, Axure RP, Sketch, Procreate, PowerPoint