MD MATIN

Product Designer

ABOUT ME

Versatile designer with 5 years of experience in design and a background in architecture, now specializing in digital product design. Passionate about creating user-centric solutions that are both intuitive and visually appealing

WORK EXPERIENCE

+ Pidilite Ventures | Associate UX Designer

Jan 2023 - Present

- Performed user research on woodworking contractors, identifying key pain points to aid in the development of a comprehensive digital platform
- Led design of multiple high-impact modules:
  - Mobile quotation generator for instant interior design estimates
  - Workforce management system for attendance and salary tracking
  - Communication tool facilitating designer-contractor collaboration on projects
- Developed and implemented a robust design system and token strategy, resulting in:
  - 40% reduction in development time
  - Enhanced consistency and scalability across design implementations
- Utilized user-centric design approach to create intuitive solutions aimed at elevating contractor's professional life

+ Zefi - a YC backed crypto neobank | Product Design Intern

June 2022 - Aug 2022

- Conducted a competitive analysis of similar products to assist in product strategy
- Played key role in design process for ZeFi website and mobile app:
  - Executed usability testing to optimize user experience
  - Developed wireframes to structure app layout and functionality
  - Designed final UI screens, ensuring intuitive and visually appealing interface
- Created engaging newsletters using InDesign to facilitate effective user onboarding

+ Hastaakshar Design Studio | Architect

April 2021 - May 2022

- Designed a Metaverse project, COMEARTH, from the concept stage to detailed layout and design
- Involved in the design and execution of multiple residential and commercial projects

+ Forum Architecture | Junior Architect

Sept 2019 - April 2021

- Worked on diverse interior and architecture projects for popular brands
- Designed, prepared working drawings, and coordinated with contractors and vendors throughout various projects

CONTACT

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EDUCATION

NIT Hamirpur, 2019
B. Arch

Mount Abu Public School, 2013
HSC

SKILLS

Design :

User experience, User interface, User flow, Wireframe & mock ups

Prototyping :

Protopie, Figma

Research :

Data analysis of user flows , A/B Testing & Experiment, Qualitative Analysis using User interviews

Collaboration :

Whiteboard brainstorming sessions, Collaborated with product management, engineering and business teams