

# MUHAMMAD DANISH

Product Design Manager

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Currently serving as a Product Design Manager at the UAE’s largest bank, leveraging a robust background in Software Engineering to spearhead transformative initiatives. Specializing in crafting customer-centric design experiences, I lead efforts to revolutionize the banking landscape by amalgamating technical expertise with design innovation

## WORK EXPERIENCE

### PRODUCT DESIGN MANAGER

EmiratesNBD

Corporate & Insitutional Banking

Nov 2022 - Present

EmiratesNBD bank is a leading financial institution in the United Arab Emirates, offering a wide range of banking products and services. With a strong focus on innovation and customer satisfaction, EmiratesNBD bank has earned a reputation for providing excellence in financial services.

- Managing the biggest squad at EmiratesNBD, consisting of 12 subject matter design experts and 2 design system specialists.
- Overseeing and managing the implementation of design systems across all the corporate products.
- Leading efforts to build cohesive products by developing and presenting design concepts.
- Lead and define the product experience across multiple digital platforms – Web, iOS, Android – by mentoring a high-performing team to deliver business results with user-centric strategies
- Ensure the alignment of visual and brand consistency of product designs by providing status updates of changes to relevant teams through verbal and written communication.
- Partner with internal stakeholders - product management, user research, tech, and engineering - to continually evolve and improve the design system by developing robust guidelines and documentation for best practices.
- Serve as the primary point of escalation to problem-solve issues with innovative solutions that drive a positive impact on business KPIs.
- Remain organized and prioritize tasks & projects using Agile methodologies, developing and iterating on product roadmaps that facilitate the timely completion of projects, aligning with evolving business needs and market dynamics.

- Managing the subject matter experts and design system specialists within the squad.
  - Ensuring the effective implementation of design systems to enhance the user experience.
  - Acting as an individual contributor to support the team's overall goals.
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## **PRODUCT DESIGN & DESIGN SYSTEM LEAD**

du Telecommunications

Greenfield, Digital Transformation

Sep 2021 - Oct 2022

du is embarking on an all encompassing digital transformation journey. Through a Greenfield approach we strive to create exceptional customer value leveraging the build of a brand new state of the art platform. The program will drive innovation and efficiency through digital first mindset.

- Implemented and iteratively managed du Telecom's Design System, leveraging Agile principles to introduce and evolve new design patterns rooted in the atomic design methodology.
  - Partnered closely with departments and stakeholders to craft and deliver design-centric solutions, ensuring the seamless implementation of user-centric products.
  - Ensure the alignment of visual and brand consistency of product designs by providing status updates of changes to relevant teams through verbal and written communication.
  - Maintained effective communication with internal teams and external agencies throughout the design stages.
  - Led the redesign for du consumer app & in-store dealer experiences.
  - Managed and mentored a team of designers and developers to ensure they used the design system effectively and consistently.
  - Collaborated closely with stakeholders from product, engineering, and marketing teams to align the design system with business goals and user needs.
  - Regularly reviewed and updated the design system, incorporating new design trends, technologies, and user experience insights.
  - Defined and promoted design guidelines, best practices, and standards to ensure a cohesive user experience across all digital touchpoints.
  - Coordinated and conducted design system training sessions for designers, developers, and other team members.
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## **SENIOR PRODUCT DESIGN**

EMPG Group (Bayut & dubizzle)

B2B | B2C | Real Estate | Classified Platform

Feb 2021 - Sep 2021

Bayut.com is one of the top players of the UAE online real estate market. Bayut not only provides its audience with an exceptional online user experience but is also very well known among Real Estate Agencies for its team's dedication in Account Management.

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- Lead the B2B platform 'Profolio' for all the real estate agents.
  - Analysed data on user reviews and generate ideas for designs and improvements.
  - Created a brand new Design system to improve the existing look and feel.

dubizzle is the UAE'S favorite marketplace to buy, sell and find anything. If you can search for it, you can find it on dubizzle! From Batmobiles to Dinosaur bones to a Boeing 747!

- Lead both B2B & B2C products for dubizzle motors
- Build the dubizzle Auto Dealer Application from scratch.
- Analyzed qualitative customer feedback and quantitative metrics to understand user journeys, effectively creating optimized user flows and information architectures for all customer touchpoints to improve conversion.
- Built scalable design systems by defining UI design and interaction design patterns through handoff documentation that educated developers with clear directions for streamlined implementation.

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## SENIOR PRODUCT DESIGNER

KeepTruckin Inc

B2B | Fleet Management | Drivery Safety | Speeding

Dec 2019 - Jan 2021

KeepTruckin is a San Francisco-based company that serves more than one million drivers and over 100,000 businesses that power the physical economy by equipping them with the technology needed to improve the safety and efficiency of their operations.

Lead different product verticles such as Safety, Growth Generation, Asset Tracking, Fuel.

### Speeding

Lead the Fleet Safety Module to optimize the tracking and safety of the drivers by creating alerts for any harsh events. By showing alerts and showing data on the dashboard, it is making the business efficient for the Fleet Manager. We are notifying how the drivers are driving, which helps in any loss prevention and generating utilization reports for efficiency.

- This is so far the biggest update for Fleet Safety.
- Using data sets and samples from the system, integrated the speeding module for fleet safety.
- Optimize the safety scorecard layouts to evaluate drivers and shortlist them on risk standards.
- Better Events Listing based on severity VS the old chronological order.
- Optimized and enhanced the Speeding functionality whether over posted, over policy, or free-flowing scenarios for all the speeding times.

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## Growth & Marketing

Lead several design sub projects to optimize the customers flow.

- Designed and optimized Purchase Flow for new customers coming on the website.
  - Increased Leads to +61% with better user experience and funneling.
  - Created a brand new self-serve experience for customer to buy hardware and subscription online.
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## LEAD PRODUCT DESIGNER

Aven Inc

B2C | Fintech | Instant Loan

Jun 2018 - Nov 2019

At Aven I work as a Lead Product designer working closely with Facebook Product Director on a Lien Financing App in Silicon Valley California. The App provides the cheapest, most convenient and most transparent access to capital. The product lets users apply for Loan against their assets. As a Product Designer, my responsibility is to make the Mobile loan application process as smooth as possible. The process involves some very tough and long legalities steps while registering.

Here is what I do on a day to day basis:

- Responsible for entire user experience of the app and making steps easier for users. Making users understand the process [legalities] but keeping them interested in the process till the end.
  - Rapidly ideate and validate designs through User Flows, Storyboarding, designing Use Cases and Initial Prototyping.
  - Help shape the visual aesthetic and create a cohesive brand presence across the product.
  - Collaborate with a cross-functional team on all parts of the product development life-cycle.
  - Work closely with Engineering to ensure high-quality implementation and UX.
  - Work closely with Research to help synthesize and communicate research findings to inform business decisions and build empathy for our customers.
  - Effectively manage time and process to meet team deadlines.
  - Tools: Figma, Adobe XD, Sketch, Adobe Photoshop, Invision, Zeplin, After Effects, Adobe Illustrator.
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## DESIGN TEAM LEAD

iPlex Pvt Ltd

UI/UX | Creative Lead | Service Design

Jan 2014 - Jun 2018

- Leading a talented team of designers to deliver great design by research, experimentation and all phases of the design cycle.
- Lead strategy and execution on UI/UX products and applications.
- Create and Design brand identity and initial brand system for various companies.

- Managing communication with customers and PO about their vision. Actively contribute to the
- brainstorming and ideation process that leads to the final product.
- Hire to expand the team and the organization while maintaining consistency and quality in design.

## WEB & GRAPHIC DESIGNER

Micromerger

Web Design | Service Design | UI/UX

Mar 2012 - Dec 2013

MicroMerger is a UK based company that focuses on designing and development of websites and applications. I was responsible for creating design solutions that have a high visual impact. I used to develop creative ideas and concepts choosing the appropriate media and style to meet the client's objectives.

On any given day I was responsible for:

- Creating high quality landing pages, website design, mobile app screens, icons, graphics, banners, prototypes and wireframes.
- Translating concepts and ideas into wireframes, workflow diagrams, customer journey maps and visual designs using several tools.
- Converting my design into fully responsive & cross browser compatible website using Bootstrap.

## EDUCATIONAL BACKGROUND

### BS IN SOFTWARE ENGINEERING

International Islamic University

2008 - 2012

### FSC PRE ENGINEERING

Global College of Science

2006 - 2008

## TOOLS & SKILLS

Figma	Sketch	Adobe Photoshop	Adobe Illustrator	Webflow	Usability Testing	Hotjar	Miro
Wordpress	Wix	Adobe After Effects	Shopify	Balsamiq	Invision	Jira	Asana
Interface Design	Landing pages	Data Visualization	Design System	Product Strategy			
Websites	User Research	Future vision exercises	User Journey Mapping	Interaction Design			