

Hadiya Farooq

Senior Product Designer

"Blending critical thinking, creativity, and a multi-perspective approach to craft user-centric digital experiences. With a diverse background, I bring adaptability and a deep understanding of human behavior to UX/UI design, transforming ideas into seamless solutions that balance user needs with business goals."

Work Experience

4+ years since Aug 2020

PixelKiosk; Swifty / Senior Product Designer

Apr 2024 - Present

Leading UX strategy and influencing product direction for a US-based Real Estate marketplace, driving the end-to-end design of B2B dashboards and B2C client websites improving engagement, reduce friction, and increase conversions. Shaping product-wide design system scalability, ensuring WCAG/ADA compliance for a seamless, accessible experience.

Partnering with Product, Data, and Engineering teams to integrate AI-driven insights, optimizing workflows, and improving user engagement across key digital touch-points.

Muthoot FinCorp One / UX/UI Designer-2

Mar 2022 - Apr 2024

Defined UX strategy for a 'one-stop financial platform,' shaping product decisions and optimizing user interactions across web, iOS, and Android. Partnered with 8 product managers to optimize financial workflows, improving accessibility and user trust in digital transactions. Drove user research and usability testing that streamlined financial workflows, reducing friction and improving customer retention by enhancing transactional efficiency.

Mentored junior designers, establishing best practices in research, prototyping, and stakeholder engagement.

SOAL / UX/UI Designer

Jun 2021 - Feb 2022

Designed UX for a yacht booking platform, streamlining booking and listing experiences for customers and property owners. Developed a scalable design system for Mac and iOS, ensuring platform consistency and ease of use. Applied user research and testing insights to optimize workflows, improving user engagement and overall platform efficiency.

India Institute-Think Tank / Research Associate

Aug 2020 - Apr 2021

Conducted user interviews, documentation, translations, and transcriptions to support policy research. Analyzed qualitative and quantitative data to identify key insights, delivering actionable recommendations that informed strategic policy decisions.

+91 7006878075

sultanpurihadiya@gmail.com

[Website](#) | [LinkedIn](#) | [Medium](#)

Skills

Structuring UX Workflows & Strategy

Approaches design with a structured mindset, ensuring UX processes are smooth and aligned with business goals. Focuses on making workflows scalable, adaptable, and efficient for different product needs.

User Understanding & Research

Uses a mix of research, usability testing, and behavioral insights to inform design decisions. Believes in continuous learning through user feedback, refining experiences with every iteration.

Scalable & Inclusive Design Systems

Thinks beyond individual screens, creating systems that maintain consistency while allowing for flexibility. Ensures designs remain user-friendly, accessible, and adaptable to different platforms.

Cross-Team Alignment & Design Advocacy

Believes that great design happens when teams are aligned. Actively bridges the gap between designers, engineers, product managers, marketing teams, and developers by sharing insights, refining ideas, and advocating for user needs.

Design Tools

 Figma • Miro • Illustrator • Abode XD • Photoshop
• Canva • Sketch • Invision • Jira • Pen & Paper

Education

 **Post Graduate Diploma / Liberal Arts (YIF)**
Ashoka University, Delhi
2020

 **Bachelor of Engineering / ECE**
University of Kashmir, J&K
2019

Certification

 **Human Computer Interaction / [Credentials](#)**
Interaction Design Foundation (IxDF)
2024

 **AI for Designers / [Credentials](#)**
Interaction Design Foundation (IxDF)
2024