Yamin Mohsin
Product Designer

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Skills

UI Design
UX Design
Visual Design
Wireframing
Prototyping
Journey Mapping
Brand & Identity
User research/Testing

Tools

Adobe CC
Figma
Spline
Sketch
Invision
Framer
Procreate

Education

Osmania University
June 2013 - June 2018
Bachelor of Engineering (B.E)
Industrial Production

Google
January 2023 - March 2023
Professional Certification
User Experience Design

Webster University
March 2024 - June 2025 (Expected)
Master of Arts (M.A)
Information Technology
Management

Work Experience

Favs, Product Designer
August 2023 - August 2024
- Worked with the founder at a US-based tech startup, Favs, a social media app fostering close connections among friends while mitigating typical social media distractions.
- Responsibilities included interaction design, user research, user testing, designing app animations, 3D transitions, and creating digital content for social media.

Bayex, Co-founder/Product Designer
May 2021 - December 2022
- Designed and founded a website app for first ever custom derivative project in web 3.0 that brought real-world utility to non-fungible tokens (NFTs).
- Designed a responsive website for the mint and post-mint stages working with a solidity developer and sold 150 individually customized NFTs for 18 ETH ($70k USD).
- Was solely responsible for User research, Information Architecture, Interaction and Visual Design, Prototyping, Wireframing, and User testing.

Restock, Co-founder/Product Designer
April 2020 - March 2021
- Conducted user research and user testing to inform product design decisions for Restock, India's first sneaker trading platform.
- Collaborated with cross-functional teams in an Agile environment to create seamless user experiences resulting in over 12,000 early buyer sign-ups and over 3,000 early seller sign-ups with increasing user retention, and conversion rates on the marketplace during beta.
- Optimized products based on user feedback and metrics, including conversion rates, engagement, and user satisfaction.
- Created marketing digital content to promote Restock and its features.

Z & Co Digital, Founder /Graphic Designer
2019 - 2021
- Executed original marketing promotions and social media strategy across different social media platforms. (Facebook, Instagram and X).
- As a creative director rebranded the company's design language, logo, advertising and print materials.