

Mohsin Ameen

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Senior Product Designer with 10 years across Fintech, Healthcare, PropTech and Consumer products. Led product experiences that reached 2M+ installs, drove a 270% session time increase and cut delivery failures by 80%. Currently building Syntax, a machine level protocol that keep AI output consistent with design system. Open to senior product design and design leadership roles globally. Based in Pakistan and structured for full overlap with US and European working hours, regardless of location.

Work Experience

Independent. Product Designer

2025 - Present

- Led a multi-model AI platform integrating Claude, GPT and Gemini full product and admin experience.
- Fixed broken flow across GGMS CRM through UX audit, discovery and full web app redesign.
- Currently building a machine-level protocols that keeps AI anchored to design systems and machine enforcement.

Cinnova. Senior UX Designer

2024 - 2025

- Improved design collaboration by introducing weekly syncs, documentation standards and handoff practices.
- Took four products from brief to delivery across healthcare, SaaS, legal and oil and gas.
- Mentored designers and improved team efficiency by 35%.

2023 - 2024

DealCart (Y Combinator). Senior Product Designer

- Led product design for Pakistan's highest rated grocery app, 2M+ installs and 4.7 rating on the Play Store.
- Cut delivery failures 80% by rebuilding the address flow with secondary contacts and landmarks fields.
- Reduced feature design time from 2 days to 2 hours by building a 300-component design system from scratch.
- Grew reward redemptions by 85% and repeat purchases by 31% in three months.

Fayvo. Senior Product Designer

2021 - 2023

- Increased session time by 270% from 90 seconds to 5.6 minutes by rebuilding the core engagement experience.
- Reached 32% activation rate by rebuilding onboarding through funnel analysis.
- Shipped stories, group chats and Riyadh season screening to production.

Arzepak. Product Designer

2019 - 2021

- Built the entire platform from 0-1, Consumer app, property management portal and super admin.
- Reached 66K monthly active users in six months and became the exclusive platform for DHA and Etihad Town.
- Reduced property search time by 45% through Draw Search, in-app scheduling and 360-degree virtual tours.

Duo Fankaar. UI/UX Designer

2016 - 2019

- Delivered 15+ client projects across multiple industries.
- Ran usability reviews after every launch and kept fixing what was not working.

Recognitions & Speakings

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| • Speaker · D For Digital 2022 | • Honorable Mention · ND2C 2019 |
| • Contributor · UXR Society 2023 - Present | • Design Jury Member · University of Okara 2023 - Present |

Projects

- Building Syntax - A machine-level protocol that keeps AI anchored to design systems and machine enforcement.

Skills

Product Strategy · 0 - 1 Design · Design Systems · Design Operations · User Research · Usability Testing
A/B Testing · Accessibility · Design Governance · Stakeholder Management · Figma · Claude · V0 · Antigravity
UXCam · Hotjar · Adobe CC

Education

Communication Design · University of the Punjab
UX Design · Interaction Design Foundation

Certifications

<u>IBM-Enterprise Design Thinking Co-Creator</u>	<u>IBM-Enterprise Design Thinking Practitioner</u>
<u>Product Discovery Micro Certification</u>	<u>Product Launches Micro Certification</u>
<u>Product Analytics Micro Certification</u>	<u>Product Strategy Micro Certification</u>
<u>Product Roadmapping Micro Certification</u>	