

Mohammed Abbas Ali

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Product Designer with 2+ years of experience designing fintech and B2B SaaS products across payments, treasury, and financial systems.

Skills: UX/UI Design, Interaction Design, User-Centered Design, Information Architecture, Fintech Systems, Problem Definition, User Research, Usability Testing, Journey Mapping, Dashboard, Data Visualization, Design Systems & Component Libraries, Prototyping & Wireframing, Data-driven Decision Making.

Work Experience

Finmo tech Pvt. Ltd (Product Designer)

March 2025 - Present

- **Redesigned Finmo's Core Dashboard (V2)** - Led end-to-end redesign of Finmo's core fintech dashboard, translating complex treasury and cash visibility for **multiple use cases** into scalable product features, improving CFOs' **time-to-insight by 35%**.
- **Partner Portal (Merchant Analytics)** - led the design for a new merchant analytics dashboard for global partners (L1-L3), resolving complex data-mapping edge cases, Reduced time-to-insight by 85%.
- **KYB V2** - Redesigned KYB onboarding experience by integrating real-time verification and simplifying workflows, **reducing onboarding time from 3 days to 30 minutes (~85% improvement)**.
- **Checkout & Payments Experience** - Redesigned Finmo's checkout journey across cards and global payment methods while launching **Auto-Pay, Recurring Payments, Promo Code features**.
- **AR/AP 2.0** - Redesigned Accounts Receivable and Payable workflows for high-volume enterprise users, cutting **reconciliation time by 28%**.
- **Conducted end-to-end UX audits** across payments, wallets, and platform modules, **identifying 50+ design and development gaps** and proposing actionable improvements to enhance product usability.
- **Architected & Designed** a bank-first rule configuration workflow that **reduced reconciliation complexity by eliminating redundant calculations** and simplifying financial operations setup.
- **Design System V2** - implemented a scalable **3-tier design token system** (Primitives - Semantic - Component tokens), leveraging Figma Variables to standardize UI consistency and accelerate design-to-development workflows **reducing design-to-development cycle time by 85%+**.
- **Web & Marketing Experience** - led, developed, and managed **Finmo's new CMS-powered marketing site on Framer & Sanity**. Designed **newsletters, product launch visuals, and social campaigns** to drive brand consistency and growth.
- **Collaborated** with PM's, Stakeholders, Engineers & other Teams members in Company to Fully understand their **Needs & Requirements & Presented** Design Decisions at every part of the process making sure to fulfill the expectations of all respected members of the Company

Recobee Pvt. Ltd (Junior Product Designer)

Nov 2024 - Feb 2025

- **Researched, ideated, designed, and shipped "Badges"** : A gamified engagement system translating user behavior insights into product features built in **under 8 weeks**, increasing the **user profile revisits by 45%**.
- **Redesigned the Home Screen Experience**: Redesigned home screen experience by improving content discovery and interaction design resulting in a **35% increase in CTR and overall retention by 28%**.
- **Restructured and simplified the Movie Details information architecture**, reduced **cognitive load & improved CTR by 40%**.
- **Led end-to-end user research and interviews**: Conducted user research and interviews to uncover behavioral insights, informing product decisions and improving user journeys across the platform.
- **Collaborated with cross-functional teams to validate hypotheses, align on product strategy, and deliver data-driven design solutions.**

Grapple (Product Designer)

Jun 2024 - Oct 2024

- **Vecflow** - Owned end-to-end design of VecFlow's **MVP (0-1)**, leading strategy, research, and execution to ship within 3 months. Redesigned core **product flows (Search & Response)**, improving usability, clarity, and enabling early product validation.
- **Razorpay** - Designed and delivered high-impact marketing experiences for Razorpay, collaborating with stakeholders to ensure high-quality execution and brand alignment.

Rafai Technologies Pvt. Ltd. (Freelance Product Designer)

Apr 2023 - Aug 2023

- Delivered a 4-page responsive website that **increased client acquisition and bookings by ~80%**. Led research, ideation & end-to-end design while aligning stakeholders throughout the process.