# Hamza Siddiqui

Senior Product Designer

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**Portfolio** https://drive.google.com/file/d/1h_G24-Hf-nP_fY_Xnpo-eL6VlNfjjt9K/view?usp=sharing

## PROFESSIONAL SUMMARY

Senior Product Designer with 7+ years of experience building crypto and fintech products that scale. I specialize in simplifying complex financial workflows, designing stable-coin banking systems, and creating high-leverage design systems that accelerate delivery. My work spans high-volume trading platforms, wealth management apps, and NFT/crypto ecosystems. I combine UX clarity, system thinking, and frontend awareness to deliver products that improve user trust, increase engagement, and drive measurable business growth.

## EXPERIENCE

### Senior Product Designer — Fasset, Dubai | Apr 2025 — Present

- Designed the Fasset OTC Desk, powering ~80% of company revenue via high-volume transactions.
- Built the Enterprise Figma Design System, reducing engineering development time by ~40%.
- Designed end-to-end stable-coin banking workflows used across core financial operations.
- Created the Rewards System that improved user retention, activation, and engagement KPIs.

### Senior Product Designer — Access Wealth, Dubai | Jul 2023 — Apr 2025

- Led the full redesign of the desktop and mobile wealth platform as the solo designer.
- Reduced onboarding time from days to minutes by simplifying flows and aligning product & ops
- Established a scalable design system enabling rapid iteration and cross-team consistency.
- Designed and developed the Access Wealth website to support acquisition and client education.

### Product Designer — Metastaq, Singapore | May 2022 — Jul 2023

- Designed an end-to-end crypto-powered community engagement platform.
- Created a modular NFT Store Builder with dynamic, configurable components.
- Built marketing and product websites to support launches and improve user activation.

### Senior Designer — Designist, Karachi | Oct 2019 — Apr 2022

- Designed digital products for multiple early-stage companies across fintech, SaaS, and consumer domains.
- Built scalable design systems enabling teams to transition smoothly to Figma.
- Delivered UX research, usability testing, and product evaluations to guide product direction.
- Ran design workshops and training to upskill product and engineering teams.

### Product Designer — Oraan, Karachi | Jan 2019 — Sept 2019

- Re-architected mobile UI components, establishing a more modular and scalable design structure.
- Conducted live usability testing to refine flows and improve user confidence.
- Standardized the cross-organization design language for better consistency and collaboration.

## EDUCATION

### Bachelors in computer science | National University of Computer & Emerging Sciences

2014 — 2018

## SKILLS

### Design

Product Design, UI/UX Design, UX Research, Interface Design, Design Systems, Wireframing, User Flows, User Journey, Interaction Design

### Tech

Figma, Adobe CC, Hotjar, Mixpanel, Google Analytics, Webflow, AI Design Tools, Prompt Engineering, Prototyping Tools

### Domain

Financial KYC / Client on-boarding, Crypto Investment & Management Workflows, Stable-coin Banking, Fintech, B2B SaaS, AI Automation

### Soft Skills

Cross-functional Collaboration, System Thinking, Growth Mindset

## COURSES

- Product Design — Uxcel
- UX Research — Uxcel
- UX/UI Design — Uxcel
- Design Accessibility — Uxcel
- Mobile Design — Uxcel