

Abdul Haaris

Product Designer · UI/UX

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PROFESSIONAL SUMMARY

Product-focused UI/UX Designer with experience shipping real features inside a live consumer app. I operate at the intersection of user psychology, systems thinking, and interaction craft translating user pain into clear, intuitive flows. Proven ability to go from research to high-fidelity prototype, with an eye for edge cases, behavioral friction, and scalable design systems.

WORK EXPERIENCE

Product Designer (Freelance) - Mujtama Global

Jan 2025 – Mar 2026

- Owned end-to-end design of a live Muslim lifestyle app, from concept and flows through dev handoff serving an active user base of **100+ users**.
- Redesigned the home screen information architecture, reducing navigation depth and improving content discoverability for daily-use features.
- Designed Tasbeeh Counter, Zakat Calculator, and News Feed from scratch each grounded in real usability needs and tested against user expectations.
- Built a reusable Figma component library, cutting design-to-handoff time and ensuring visual consistency across all screens.

Reviews Moderator Intern - Park+

Jan 2025 – Apr 2025

- Reviewed and moderated user-submitted photos, comments, and reviews for the Park+ community page approving or rejecting content to maintain platform quality and trust.
- Processed high volumes of user-generated content with precision, ensuring submissions met community standards before going live on the app.
- Regularly read user reviews of the Park+ app, gaining firsthand exposure to real UX pain points and frustrations users were experiencing in the product.

Social Media Designer - E-Cell, Jamia Millia Islamia

Nov 2024 – Apr 2025

- Created campaign visuals that maintained brand consistency and drove measurable audience engagement for entrepreneurship initiatives.
- Edited Videos for Social Media posting and engagement.

PROJECTS

Park+ - Instant FASTag Recharge Reminder & Auto-Pay

- **Problem:** Users faced failed toll payments due to low FASTag balances, with no proactive alerts or automated recharge creating friction and stress during travel.
- **Process:** Designed a cohesive visual experience across marketing and product for the feature covering low-balance alert flows, auto-recharge setup, consent controls, and seamless recharge confirmation.
- **Outcome:** Delivered high-fidelity screens and a prototype addressing the full user journey: avoiding failed tolls, getting timely alerts, and enabling auto-recharge for uninterrupted travel.
- Full case study + prototype: [designbyhaaris.com](#)

FocusFlow - Intentional Attention Design App

- **Problem:** Doomscrolling and passive consumption create attention fatigue existing screen-time tools restrict without offering meaningful alternatives.
- Designed a behavioral UX system that replaces passive scrolling with time-boxed, intentional sessions (5–30 min) across categories: art, meditation, and hobbies shifting users from restriction to agency.
- Applied behavioral UX principles to reduce cognitive load and reinforce habit formation, creating a healthier relationship with digital content.

MosqueConnect - Unified Muslim Utility Platform

- **Problem:** Muslim users navigate 4–5 fragmented apps for mosque finders, Jamaat timings, Quran, and duas creating unnecessary switching overhead.
- Consolidated a fragmented utility ecosystem into a single, cohesive platform, designing the information architecture to surface the right feature at the right moment in a user's day.

Curator - Reference & Reading Productivity Tool (Team Project)

- **Problem:** Students and researchers lose time re-finding, re-copying, and manually formatting references across books and articles.
- Co-designed a platform (with university peers) enabling users to search, save, organize, and share references with one-tap citation copy directly into documents or projects.
- Led interaction design decisions around structured content organization and simplicity of core actions, ensuring the tool felt effortless for first-time users.

EDUCATION

Bachelor of Arts

Jamia Millia Islamia, New Delhi

Jan 2022 – Jul 2025

Senior Secondary : Class XII (+2)

Tagore Academy

Secondary : Class X

Tagore Academy

CERTIFICATIONS

Product Design Fellowship

NextLeap

Dec 2024 – Apr 2025

UI/UX Design & Development

Tech Mahindra Foundation, New Delhi

Nov 2025 – Mar 2026

C1 Advanced : English Proficiency (Spoken & Written)

EF SET

SKILLS

Design: Product Thinking · UX Research · Information Architecture · Interaction Design · User Flows · Wireframing · High-Fidelity Prototyping · Usability Testing · Behavioral UX · Design Systems

Tools: Figma (Advanced) · Adobe Illustrator · Photoshop (Basics) · Canva · HTML/CSS (Basics)