

# Momina Rehman

## UX and Product Designer

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### ABOUT ME

User experience and product designer with 8+ years of experience crafting intuitive, scalable digital products across web and mobile. Proven strength in user research, UX strategy, AI experimentation and design systems that drive both engagement and business outcomes. Seeking a senior design role where I can lead impactful projects and contribute to product innovation.

### TECHNICAL SKILLS AND AI DESIGN TOOLS

- UX/UI Design
- User Research
- Interaction Design
- Design Thinking
- UX Writing
- Usability Testing
- Prototyping
- A/B Testing
- Accessibility (WCAG)
- Empathy Mapping
- Figma
- Figma, Adobe suite
- HTML/CSS (basic)
- Google Analytics
- Quality Assurance
- Collaboration
- Figma Make (Figma AI)
- Vercel v0
- Framer AI
- Stitch by Google

### WORK EXPERIENCE

#### UX/UI Designer (Creative), Gaia, London, UK | Apr 2024 - Present

- Led several sprints of UX strategy and interface design for Gaia's marketing site and core product, GaiaAttract, introducing new features, refining navigation, and A/B testing CTAs, resulting in a **22% uplift in user engagement**.
- Collaborated with company stakeholders and decision-makers to align business goals with user experience strategy, successfully shipping a fully custom sales tool that contributed to a **15% increase in demo-to-lead conversions**.
- Recruited, trained, and mentored junior designers, fostering their growth while ensuring design quality and consistency across the team.

#### Senior Product Designer, SudoStudy, Remote | Feb 2023 - Mar 2024

- Redesigned the student-facing experience across onboarding, dashboards, and practice flow, resulting in a **2× increase in weekly active users** and a **27% lift in practice mode engagement**.
- Led user research, session analysis, and competitor benchmarking to uncover usability gaps, simplify navigation, and align the product experience with student needs, contributing to a **-31% drop in first-session abandonment**.
- Shipped strategic UX improvements through iterative testing and visual redesign, transforming a feature-heavy product into a focused, user-centered study platform and improving **week-over-week retention among onboarded users**.

#### UX and Product Designer, Various clients, Remote (Freelance) | Apr 2017 - Jan 2023

- Improved Fund Fluent's loan application experience, simplifying a complex multi-step form and adding progress indicators, optional field cues, and clearer next steps, helping **382** small business owners complete loan applications successfully ahead of launch.
- Created brand identity and launched Alive Beam's first marketing site for in-home medical wearables, contributing to a **35% boost in product sign-ups** among older adults during COVID-19 restrictions.

#### Product Design Lead, UNATION, Florida USA | Jul 2020 - Mar 2021

- Led the redesign of UNATION's mobile and web platforms, launching a custom design system that improved brand consistency and **increased engagement by 18%**.
- Reduced event publishing time by **47%** through a simplified creation flow and improved UI structure.
- Designed and shipped the "Experiences" feature, a curated experience discovery tool, driving **110 purchases** in the first week of launch.

### EDUCATION

**Masters in Web Design & Content Planning**, University of Greenwich, London, UK, 2024

**Bachelor in Visual Communication Design**, National College of Arts, Lahore, PK, 2021