

Momina Rehman

+44 7414244888 | London, UK | info@hello-mona.com | [Design Portfolio](#) | [Linkedin](#)

Senior UX and Product Designer

ABOUT ME

I'm a Senior UX & Product Designer with 7+ years of full-cycle experience driving B2B and B2C products from discovery through delivery. I craft data-driven design solutions; wireframes, high-fidelity Figma prototypes, and scalable design systems, that boost engagement, conversions, and adoption. I leverage AI tools to accelerate workflows and enhance design quality, and excel at collaborating with product managers and stakeholders to define KPIs, streamline sprints, and build strong relationships. Seeking a senior design role where I can lead impactful projects and contribute to product innovation.

NOTABLE ACHIEVEMENTS

- Designed and shipped a custom sales tool for Gaia, that secured 3 enterprise pilots in 1 month
- Doubled weekly active users and lifted practice-mode engagement by 27% at SudoStudy
- Co-pitched GitStart's product demo that won \$2M in YC S19 funding; scaled the dashboard to 1,000+ devs

EXPERIENCE

UX and Product Designer | Gaia

London UK | Apr 2024 - Present

- Led product strategy by translating the founder's vision into prioritised feature chunks and planning 8 weekly sprints of interface design for Gaia's AI-powered recruitment marketing platform
- Shipped new features and ran regular QA, driving a 22% uplift in user engagement
- Collaborated with stakeholders to define business goals, built a fully custom sales tool on Webflow, that contributed to a 15% increase in lead-to-demo conversions, and secured 3 enterprise pilots in 1 month
- Designed and launched Gaia's marketing site, managed the Webflow build, optimised SEO/AEO, and iterated through A/B tests to reduce bounce rate from 63.6% to 14.2%
- Recruited, trained, and mentored junior designers to uphold brand standards and ensure design quality

Senior Product Designer | SudoStudy

Zurich, Switzerland (Remote) | Feb 2023 - Mar 2024

- Conducted user interviews, usability tests, and session analyses via PostHog, benchmarked competitors, simplified navigation, and achieved a 31% drop in first-session abandonment
- Redesigned the student onboarding, dashboard, and intelligent practice-mode experiences using user flows and prototypes, resulting in a 2x increase in weekly active users and a 27% lift in practice-mode engagement
- Ran fortnightly development sprints, authored and prioritised tickets in Linear, and led design QA reviews, ensuring 90% sprint-goal completion

Product Design Lead | UNATION

Florida, USA (Remote) | Jul 2020 - Mar 2021

- Unified 200+ UI components into the "Unity" design system in Zeroheight, cutting front-end rework by 35% within 2 weekly sprints
- Interviewed City Leads, Head of Marketing, and internal teams to diagnose issues in the event-creation flow, iterated designs for iOS, Android, and PWA, and reduced event publishing time by 47%
- Designed and launched the "Experiences" discovery feature, driving 110 purchases in the first week of Florida launch, later expanding to 40 states

Freelance Product Designer | Remote

HongKong & USA (Remote) | Apr 2017 - Jan 2023

Partnered with 30+ clients across FinTech, tele-health, and SaaS, delivering end-to-end UX/UI and strategy.

- For an NDA project, I led discovery and delivery of B2B consent & data-sharing flows, mapping journeys, IA, states, and creating interactive Figma prototypes, reducing drop-off by 15-25% through moderated tests (n≈12) and iterations, defining activation KPIs, and partnering with engineering for feasibility, Jira handover, and QA through release

- For Fund Fluent, I designed the funding-database discovery and filtering experience, programme types, eligibility facets, and saved views, clarifying options for SMBs and increasing qualified application starts, and streamlined document collection with the “Data Vault” workflow (checklists, reminders, stateful error handling), helping 383 SMBs secure funding in 2023
 - For AliveBeam, I crafted the brand identity and interface for an at-home medical wearable, boosting sign-ups by 35%, and designed a real-time telehealth dashboard with wearable-vitals streaming and one-tap video calls, serving 76% of users who preferred virtual visits
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EDUCATION

Master’s in Web Design & Content Planning, University of Greenwich

London, UK | Jan 2024

Bachelor’s in Visual Communication Design, National College of Arts

Lahore, PK | Feb 2022

SKILLS

- UX research & user testing
- Data visualisation
- Wireframing & user flows
- Information architecture & interaction design
- High-fidelity prototyping
- Design systems & component libraries
- Visual design & branding
- User analytics & A/B testing
- SEO & AEO optimisation
- Sprint planning & agile workflow
- Stakeholder & cross-functional collaboration
- KPI definition & data-driven decision making
- HTML/CSS fundamentals & dev handoff
- AI-powered design tools & automation
- Usability benchmarking & competitive analysis
- Design QA & release management
- Roadmapping & product strategy
- Mentorship & team leadership

TOOLS

- Figma
- Miro
- Google Analytics
- Google Search Console
- Hotjar
- PostHog
- Semrush
- Jira
- Confluence
- Linear
- ChatGPT
- LOVABLE
- Cursor AI
- Vercel V0

QUALIFICATIONS & TRAINING

- Design & UX Research (Ideate Innovation)
- Interaction design & usability (Interaction design foundation)
- Product design & strategy (Udacity)

PERSONAL INTERESTS

- Design Mentorship
- Run Clubs
- Painting