

Yamin Mohsin

UX Designer

Portfolio: www.yaminmohsin.com

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Phone: +1 512 906 8873

Skills

UI Design

UX Design

Visual Design

Interaction Design

Wireframing

Prototyping

Journey Mapping

Brand & Identity

Design Systems

User Research / A/B Testing

Tools & Languages

Figma

Spline

Sketch

Invision

Framer

Procreate

Adobe CC

HTML/CSS

Education

Google

January 2023 - March 2023

Professional Certification

User Experience Design

Webster University

March 2024 - June 2025 (Expected)

Master of Arts (M.A)

Information Technology

Management

Work Experience

Favs, UX Designer

August 2023 - August 2024

- Worked with the founder of a US-based tech startup, Favs, a social media app fostering close connections among friends while mitigating typical social media distractions.
- Responsibilities included interaction design, user research, user testing, designing app animations, 3D transitions which helped improve conversions by 24.8%.

BAYEX, Co-founder/UX Designer

May 2021 - December 2022

- Designed and founded website app for first ever custom derivative project in web 3.0 that brought real-world utility to non-fungible tokens (NFTs).
- Designed a responsive website for the mint and post-mint stages working with a solidity developer and sold 150 individually customized NFTs for 18 ETH (\$70k USD).
- Led the end-to-end design process using Design Thinking principles, including User Research, Information Architecture, Interaction and Visual Design, Prototyping, Wireframing, and User Testing.

Restock, Co-founder/UX Designer

April 2020 - March 2021

- Conducted user research and user testing to inform product design decisions for Restock, India's first sneaker trading platform.
- Collaborated with cross-functional teams to create seamless user experiences resulting in over 12,000 early buyer sign-ups and over 3,000 early seller sign-ups, with a 5% increase in net user retention, on the marketplace during beta.
- Optimized products in an Agile environment based on user feedback and key metrics, including conversion rates, engagement, and user satisfaction.

Z & Co Digital, Founder /Graphic Designer

2019 - 2021

- Executed original marketing promotions and social media strategy across different social media platforms. (Facebook, Instagram and X.)
- As a creative director, rebranded the company's design language, logo, advertising and print materials with improved client satisfaction by 30%.