FARHA HAMEED

PRODUCT DESIGNER

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SUMMARY

Product Designer with 2+ years of experience creating research-backed mobile, web, and SaaS experiences. Skilled in UX research, customer journeys, user flows, prototyping, usability testing, and accessible design. Focused on clear, trustworthy digital experiences for aviation and other high-stakes environments.

WORK EXPERIENCE

Product Designer | Syndax.io | **Nov 2025 - Present**

- Lead product-design activities across digital initiatives, from UX research and interaction design through prototyping, usability testing, and production-ready handoff.
- Translate ambiguous product requirements into clear, user-centered experiences through research, ideation, user flows, wireframes, and high-fidelity prototypes.
- Partner with cross-functional teams to identify friction points and improve product experiences through iterative design and testing.
- Apply accessibility, responsive-design, and usability principles to support clear experiences across devices.

Digital E-commerce Executive Intern | PUREMODUS | Bengaluru **Mar 2022 - Jun 2023**

- Supported e-commerce and digital initiatives in a cross-functional environment.
- Contributed to customer-focused digital experiences while building foundations in UX, collaboration, and digital product delivery.

Product Development & Quality Control Specialist | The Coco Factory | Ernakulam **Aug 2019- Sept 2020**

- Supported product-development and quality-control processes using structured problem-solving and quality-management practices.
- Helped maintain product standards through attention to detail and systematic process support.

Brand Executive | The Coco Factory | India **Mar 2019- Aug 2019**

- Supported brand and marketing initiatives, including photography and customer-facing creative materials.
- Helped translate brand requirements into consistent visual communication.
- Worked closely with brand website design and executed ideas.

KEY SKILLS

- **Product Design**: User flows, customer journey maps, wireframing, mockups, high-fidelity prototyping, interaction design, responsive design, mobile-first design, design systems, developer handoff
- **UX Research & Testing:** User interviews, moderated and unmoderated usability testing, journey mapping, persona development, heuristic evaluation, competitive analysis, A/B testing, Maze, data-informed iteration
- **Tools: Figma, FigJam, Lovable, Maze, Miro, Notion, Adobe XD, Adobe Photoshop**
- **Accessibility & Collaboration:** WCAG 2.1 AA, stakeholder communication, cross-functional collaboration, leadership, creative problem-solving

SELECTED PROJECTS

SKYDE | Aviation Passenger Experience App

Concept Creator & Product Designer

- Conceived SKYDE, an aviation app designed to help passengers navigate uncertainty throughout the air-travel journey.
- Defined the end-to-end passenger journey, key user flows, wireframes, and high-fidelity prototype for clearer, more reassuring time-sensitive travel information.
- Led the UX direction within a team setting, shaping the concept around passenger needs, clarity, and trust.
- Received the Creative Finisher Award and recognition as part of the Best Tactical UX Team in the Design for Change community.

The Ethical Trace | Halal Verification Service Platform

Product Designer

- Independently led research, ideation, information architecture, wireframing, prototyping, and usability testing.
- Designed a service platform that helps users find and assess trusted halal verification information.
- Focused the experience on transparent information, informed decision-making, accessibility, and responsive use across devices.

EDUCATION

Bachelor of Technology **Jun 2014 - Mar 2018**

Cochin university of science and technology

- Food technology
- Final CGPA: 7.8

Figma UI UX Design Essentials — Udemy **Dec 2025**
Figma UI UX Design Advanced — Udemy **Aug 2026**

CERTIFICATIONS

- **Creative Finisher Award** — Design for change - Hackathon 8.0 | July 2026
- **Best Tactical UX Team** - Hackathon 8.0
- **High Stakes UX Mastery** — ZEUX Innovation / Z School | May 2026

LANGUAGES KNOWN AND ADDITIONAL INFORMATION

- Languages: **English, Malayalam; Arabic** (reading and writing); **Hindi** (reading and writing)
- Creative Interest: **Calligraphy and arts**