

Mohammed Areeb Aliku

| UI/UX & Product Designer



Designing **less**, but **better**.
Creating purposeful **experiences** through **clarity**, **empathy**, and **simplicity**.

With over 4+ years, I've designed user-centered digital products across web, mobile, e-commerce, and automotive HMI, leveraging end-to-end product design and AI-assisted workflows.

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Experience

Fixify Studios | Digital Freelance Designer

Oct 2024 - Present | London · Riyadh · Remote

- Sole designer on 20+ client briefs (iOS, Android, web, automotive, embedded); owned UI/UX end-to-end.
- Standardized wireframe-to-hi-fi Figma workflow across 20+ projects; cut revision cycles from 4 to 2.
- Architected scalable design system for Riyadh retail client; cut rework, sped up dev handoff ~30%.
- Piloted AI-assisted design (Figma AI) for SMB/e-commerce clients; cut turnaround time by ~25%.
- Led weekly design reviews with engineers, stakeholders; maintained 100% on-time delivery.

University of Westminster | Product Designer

Sept 2023 - Sept 2024 | London

- Led automotive HMI concepts for Tesla, BYD, Polestar; drove research through prototype, 5 briefs.
- Built AR heritage app in Unity with multidisciplinary team; shipped working prototype.
- Ran user interviews, competitor analysis, usability research; grounded strategy in real needs.
- Designed production-ready UI in Figma, ProtoPie; validated through usability testing.
- Presented findings, design rationale to academic, industry audiences; sharpened work via critique.

Lemon | E-Commerce Product Designer

Apr 2022 - Aug 2023 | Riyadh

- Analyzed profitability across 15+ wholesale categories; informed inventory and purchasing strategy.
- Designed commercial catalogue for 20+ products; strengthened sales team's pitch materials.
- Redesigned e-commerce site UI/UX end-to-end; grew customer acquisition, boosted digital presence.

Education

University of Westminster

2023 - 2024
MA Interactive Media Practice

University of Mysore

2019 - 2022
Bachelor's in Computer Science

Certificate

Google x Coursera

2023
Foundations of User Experience (UX) Design

Skills & Languages

Software & Design Tools

Figma	Android Studio
Framer	Notion
Spline	Cursor
ProtoPie	Claude
Affinity	Antigravity
Unity	Figma Make
Adobe CC	Lovable

Skills

User Research	Journey -
Usability Testing	Mapping
Information -	User Personas
Architecture	Site Maps
User Flows	Mock-ups
Wireframing	Storyboards
Prototyping	Workshopping
Interactive Design	Graphic Design

Languages

English – Fluent
Arabic – Conversational
Hindi – Fluent
Urdu – Fluent