

ARIB MOMIN

+91 97623 57757 | mominaribjob@gmail.com | Portfolio: www.mominarib.com | LinkedIn: linkedin.com/in/mominarib

PROFESSIONAL SUMMARY

Senior UX/UI Designer with 6+ years of experience leading end-to-end user experience (UX) and user interface (UI) design for B2B and B2C products across diverse industries including finance, healthcare, real estate, e-commerce, and HR — spanning enterprise SaaS platforms (Salesforce, Experience Cloud) and customer-facing web and mobile applications. Owns design systems and drives AI-tooling adoption across teams, with deep expertise in user research, information architecture, wireframing, prototyping, and delivering intuitive, high-impact, responsive solutions across devices. Skilled in integrating Generative AI (GenAI) features into product experiences and in AI vibe coding, producing HTML-based design handoffs with tools such as Claude and Figma Make that remove manual prototype rebuilds and give stakeholders live, reviewable builds. Adept at mentoring designers, collaborating with cross-functional teams, and translating business goals into measurable improvements in usability and customer satisfaction.

CORE COMPETENCIES

B2B & B2C Product Design | UX Research & Analysis | Information Architecture (IA) | Interaction Design | Design System Ownership (Figma, Sketch, Adobe XD) | GenAI Tool Integration | AI Vibe Coding | Design-to-Code Handoffs (HTML) | Prompt-to-Code Tools (Figma Make, Figma Sites, Google Stitch) | Version Control (GitHub) | Jira & Sprint-Based Delivery | Responsive & Cross-Device Design | User Journey Mapping | Wireframing & Prototyping | Visual/UI Design | Design Mentorship | Agile & Cross-functional Collaboration | Usability Testing

PROFESSIONAL EXPERIENCE

Senior UX/UI Designer | Deloitte USI, Pune

Dec 2021 – Present

- Lead end-to-end UX/UI design across 20+ B2B and B2C assets spanning finance, healthcare, real estate, e-commerce, HR, and Deloitte internal tools — from enterprise SaaS portals on Salesforce and Experience Cloud to customer-facing, responsive web and mobile products.
- Own and maintain the design system across multiple enterprise assets, ensuring visual consistency, reusable components, and faster, more reliable delivery.
- Design and deliver multiple assets integrating AgentForce and GenAI features that streamline the end-to-end user journey and significantly enhance the overall user experience.
- Introduced AI vibe coding into the design workflow, producing HTML-based handoffs with tools such as Claude, Figma Make, and Google Antigravity — eliminating manual prototype rebuilds and giving stakeholders live, working builds to review directly on local or GitHub instead of waiting on development.
- Mentor designers on emerging AI design tools and prompt-to-code workflows, raising team-wide adoption and accelerating the path from design to development.
- Define design strategies, develop information architecture, map customer journeys, and deliver high-fidelity wireframes and detailed UI specifications within Agile sprints, tracking work and collaborating with developers through Jira.

UX/UI Designer | Ernst & Young (EY), Pune

Jul 2019 – Nov 2021

- Delivered end-to-end UX/UI solutions for B2B, customer-facing web portals in the financial services sector.
- Conducted user research, defined design strategies, and produced wireframes and interactive prototypes.
- Seconded to Microsoft (via EY, 2021) to design internal global talent-acquisition platforms supporting demand planning and hiring-manager workflows; gathered requirements from product managers, validated user flows, and built interface mockups adhering to the Coherence Design System.
- Collaborated with multidisciplinary teams to ensure seamless implementation of design deliverables.

UX/UI Design Intern | Ernst & Young (EY), Pune

Jan 2019 – Jun 2019

- Contributed to the end-to-end design of the EY Digi India Personal Tax platform, from early wireframes through high-fidelity screens.

- Worked alongside designers and developers to refine user flows and ensure design intent carried through to implementation.

UX/UI Design Intern | Fortune Cookie UX Design, Pune

Oct 2018 – Dec 2018

- Supported design work across multiple client projects, producing wireframes, UI screens, and prototype assets to tight timelines.
- Incorporated feedback from senior designers across iterations, strengthening practical skills in visual and interaction design.

EDUCATION

Certificate in HCI for AI System Design

University of Cambridge, Cambridge Advance Online | 2025

Postgraduate Diploma in Design Thinking & Innovation

Symbiosis Institute of Management Studies, Pune | 2018 – 2019

Bachelor of Engineering (B.E.), Civil Engineering

Pune University, Pune | 2011 – 2015

TECHNICAL SKILLS

Design Tools: Figma, Sketch, Adobe XD, Axure RP, InVision Studio, Adobe Photoshop

Platforms & Frameworks: Salesforce, Experience Cloud, HTML/CSS, Responsive & Cross-Device Design

AI Tools & Methods: Claude, Figma Make, Figma Sites, Google Stitch, Google Antigravity, Generative AI (GenAI) integration, AgentForce, AI-assisted coding, design-to-code handoffs

Collaboration & Version Control: Jira, GitHub, Agile/Scrum, Sprint-Based Delivery, Cross-functional Team Collaboration

Prototyping & Motion: Figma, Sketch, Principle, InVision, Interactive Prototyping

UX Methods: Persona Development, Empathy Mapping, Storyboarding, Task Flows, High-Fidelity Wireframes, Interactive Prototypes

SOFT SKILLS & STRENGTHS

Stakeholder communication and design advocacy | Cross-functional facilitation between design, product, and engineering | Mentoring and upskilling design teams | Translating ambiguous requirements into clear design direction | Adaptability to fast-evolving tools and AI workflows

LANGUAGES

English (Fluent) | Urdu (Fluent) | Hindi (Fluent) | Arabic (Basic)