



Riaz Mohamed

UX Design Manager ,
Senior Product & UX Designer ,
AI-Driven Experience Strategist ,
Design Systems Leader

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- www.riazmo.com
- LinkedIn
- My articles
- My photo Clicks

Hi / Marhaba 🖐️

I'm Riaz Mohamed, Senior Product Designer and versatile UX professional experienced in shaping digital and real-world experiences. I create innovative, user-centered solutions that balance delight, security, and business growth. Skilled in leading teams, managing design systems, and applying service design principles for strategic, end-to-end impact. I also leverage AI acceleration to enhance design processes and drive cutting-edge outcomes.

CORE COMPETENCIES

- Interaction /Visual design
- Design System
- Secondary research
- Agile
- Benchmarking
- Vendor/ Stakeholder management
- Customer journey Map
- Corporate presentation
- Service design
- UX Strategy
- AI Agents
- Prototyping
- Accessibility
- Design thinking
- User centered design

CURRENT ROLE

Design Leadership

- Managed 10+ websites and a flagship mobile app with shared design system, cutting debt and speeding development.
- Led design decisions for 5+ business stakeholders, turning their goals into clear, aligned design plans.
- Owned the full process—from research and ideation (creating wireframes, prototypes, and specs) to final delivery—ensuring seamless execution.

Process Management

- Managed the full design process from ideas to delivery for key projects and monthly Agile sprints, meeting product roadmap goals.
- Coordinated design approvals with engineering, business, legal, and management for smooth sign-off.

Team and Guidance

- Guided junior designers with regular feedback and 1:1 coaching to raise team quality.
- Trained operators and guest service teams to support new design solutions effectively.

Strategic Initiatives & Partnerships

- Conducted research and competitive analysis to support long-term strategy, sharing insights with leadership.
- Handled vendor relationships to ensure timely, on-budget, and high-quality delivery.

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TOOLS

DESIGN			LLMs			
Figma	Adobe suite	Miro	Deep seek	Grok	Meta	Manus
Stitch	Microsoft office		Claude	Perplexity	NotebookLM	
			Chat GPT	Google Ai studio		
ANALYTICS			IMAGE /VIDEO			
Google Analytics 4			Google Flow	Luma labs		
Microsoft clarity	Glassbox		klimgai	canva	runwayml	

BRANDS WORKED WITH



PROFESSIONAL EXPERIENCE

2022 - Present	Digital Experience Design Manager Mirai Experiences, Abu Dhabi, UAE
2017 - 2022	UX Designer Dubai Health Authority, Dubai, UAE
2014 - 2017	Senior Experience designer Cognizant Technologies, Chennai, India
2010 - 2014	User Experience Analyst Ethical Intelligent Technologies, Chennai, India
2009 - 2010	Software Engineer Byte to Bit Technologies, Chennai, India

EDUCATION

BE, Computer science and engineering
Anna University, India

For more details, riazmo.com/aboutme

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DAY IN MY OFFICE

AI ASSISTANCE

9:30 - 10: 00 AM	Team Standup — Unblock team design related issues + align sprint goals Walkthrough session on the sprint start date for the cross functional team	 Used Team's Co pilot for notes and summarize my action to be taken → Reduces prioritization ,minimizes overlooked items
10:00 - 10: 30 AM	Coffee break + Prioritize today's tasks	
10:30 - 12 : 00 PM	Deep Work on the Design tasks	 Used Figma Make ,Google stitch and UX pilot for rapid prototyping of ideas → focuses you on refinement, Halves ideation time  Ran Figma AI to automate task like Naming , translation , content ,etc → Accelerating redundant and cumbersome tasks
1:00 - 2: 00 PM	Lunch	
2:00 - 3: 00 PM	Walkthrough session on design / concepts for the Business/Clients and signoff initiation	 Used Manus/Gamma to turn research insights into a 3-slide deck in 10 mins → faster alignment
3:00 - 3: 30 PM	Management projects : research and presentation	 Used Figma Make ,Google stitch and UX pilot for rapid prototyping of ideas → Halves ideation time  Summarize competitor analysis & surface user insights with ChatGPT, GA4, Clarity → Faster user insight
3:30 - 4: 30 PM	Design Review (Critique prototypes) 1:1s w/ Designers (Mentoring focus) + Tea Break	 "Used Manus in Figma to auto-summarize open feedback threads and classification /priority → saved 15 mins in sync  "Used Figma Make (auto-critique) → Doubles review speed
4:30 - 5:00 PM	Updating the components/asset/etc in Design system Planning for tomorrow, and communicating updates to leadership	 Ran Stark AI to auto-check contrast + alt text → ensured accessibility before handoff  Ran Figma AI to automate task like Naming , translation , content ,etc → Accelerating redundant and cumbersome tasks

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PROJECT CASE STUDY #1



Theme Park Anti-Fraud Ticketing System

Role: Digital Experience Manager | Duration: 6 months | Team: Cross-functional (8 members)

Problem Statement

Static tickets caused widespread fraud in theme park operations, requiring secure, scalable solution while maintaining user experience across diverse customer segments.

Business Goals

- Eliminate fraud from static ticket misuse
- Deliver secure, user-friendly redemption across personas
- Ensure UAE legal compliance (identity verification)
- Support B2B & B2C flows seamlessly

Key Challenges:

- B2B last-minute distribution → no personalization
- Fragmented channels (web, counters, call centers, partners)
- Security vs. usability trade-off for non-tech-savvy groups

Research & Discovery Process

- **Ethnographic Study:** Observed 200+ user journeys across all touchpoints
- **Persona Analysis:** Identified B2B tourist groups (50-70 members) as high-risk, low-tech segment
- **Competitor Analysis:** Benchmarked Disney, Universal Studios, and Trope systems
- **Data Analysis:** B2B represents 70% of sales but 85% of fraud incidents

Design Strategy

- **Framework:** Balanced feasibility, business viability, and user usability
- **Tools:** Figma (primary), Adobe Suite, Miro for collaboration
- **Approach:** Multi-platform consistency across website, mobile app, email, and kiosks
- **Accessibility:** WCAG compliance, RTL/LTR support for multilingual users

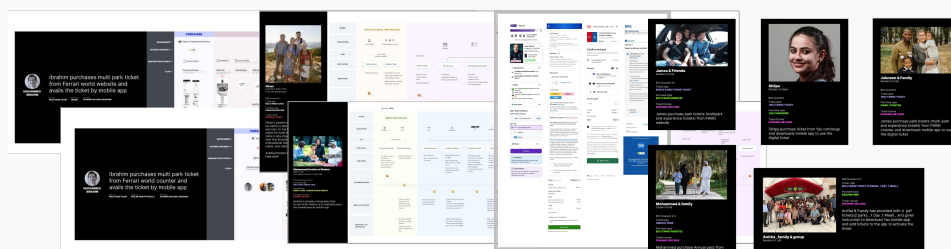


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PROJECT CASE STUDY #1



Prototyping & Testing

- Developed low → high-fidelity wireframes in Figma.
- Iterative testing with both tech-savvy and non-tech-savvy users (campus pilot).
- Documented all user journeys including edge cases .
- Delivered annotated prototypes with interaction logic for smooth developer handoff.

Ai Augmentation

- Deployed **Manus** to synthesize user pain points from 500+ sources — including call logs, in-app feedback, and app store reviews — surfacing 3 key friction themes in under 2 hours.
- Leveraged Stitch, Figma AI, and UX Pilot to auto-generate initial wireframe drafts from research insights
- Prompted **Perplexity** to benchmark global anti-fraud patterns at Disney/Universal → informed our dynamic QR / face ID strategy
- Used **ChatGPT** to benchmark industry best practices in theme park ticketing, generating a competitive insights matrix that accelerated stakeholder alignment.

Solution Overview

Method	Target Users	Security Level
Dynamic QR Codes	Tech-savvy visitors	High
Face ID Authentication	Mobile app users	Very High
Counter-issued Physical Tickets	Non-digital users	Medium-High

Results & Impact

Business Metrics

Metric	Before	After	Improvement
Fraud Incidents	15-20% of tickets	0%	100% reduction
User Data Collection	Limited	65% registration rate	65% increase
Multi-platform Coverage	Website only	4 platforms	400% expansion

PROJECT CASE STUDY #1



User Experience Metrics

- Zero fraud incidents during 3-month pilot
- 65% user registration rate through incentivized sign-ups
- 90% user satisfaction score for new ticketing process
- 15% increase in food purchases through discount incentives



Key Success Factors

- Multi-channel flexibility : catered to all personas
- Inclusive design : seniors & tour groups onboarded smoothly
- Education campaigns : reduced resistance & improved adoption
- Data enablement : registration unlocked targeted marketing & analytics

Key Learnings

- Security vs. Usability: Successfully balanced enhanced security with user convenience through comprehensive education campaigns
- Inclusive Design: Traditional paper tickets essential for 30% of user base (seniors, large tour groups)
- Data Value: User registration enabled targeted marketing and data science initiatives, creating additional revenue streams beyond fraud prevention

For further read ,

1. [kindly visit my site](#)
2. [Read my medium article](#)

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PROJECT CASE STUDY #2



Event Booking Experience Revamp

Role: Digital Experience Manager | Duration: 6 months | Team: Cross-functional (8 members)

Problem Statement

Event and concert ticket booking platforms are often fragmented, offering outdated user experiences, confusing seat maps, and non-optimized mobile flows. These issues create user frustration, drop-offs, and lost revenue.

Business Goals

- Increase conversions by streamlining booking
- Mitigate ticket frauds and facilitate ticket transfer
- Reduce drop-offs at seat selection and checkout
- Enable cross-selling (meals, parking, VIP passes)

Key Challenges:

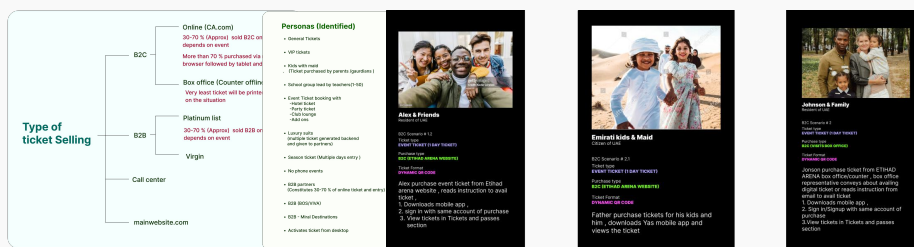
- Confusing seat selection & hidden fees
- Long, multi-step checkout processes
- Poor mobile optimization despite high mobile traffic (90%)
- Limited post-purchase management (ticket transfers, resales)
- Rising fraud concerns reducing user trust

Research & Discovery Process

- **Heuristic Evaluation:** Identified usability flaws (unclear CTAs, poor feedback loops, broken navigation).
- **User Journey Mapping:** Pinpointed drop-off hotspots across pre-purchase → purchase → post-purchase.
- **Competitor Benchmarking:** Studied Ticketmaster, AXS, StubHub, SeatGeek to analyze seat selection, mobile flows, fraud prevention, and upselling strategies.
- **Ethnographic Research:** On-site observation at venues exposed long queues, poor signage, and frustration with ticket redemption.
- **Mobile Usage Insights:** 90% of bookings via mobile → led to a mobile-first redesign strategy.

Design Strategy

- **Framework:** Balanced Feasibility × Business Viability × Usability.
- **Scenario Coverage:** Designed seamless flows for online purchase, call center bookings, and walk-in counters.
- **Cross-Platform Consistency:** Unified experience across web, mobile app, email, and kiosks.
- **Accessibility:** Basic WCAG compliance + RTL/LTR multilingual support.
- **User Education:** Digital/physical guides, redemption tutorials, and marketing banners for smooth adoption.



- Developed low → high-fidelity wireframes in Figma.
- Iterative testing with both tech-savvy and non-tech-savvy users (campus pilot).
- Documented all user journeys including edge cases (ticket transfer, resale, cancellation).
- Delivered annotated prototypes with interaction logic for smooth developer handoff.

Method	Target Users	Security Level
Dynamic QR Codes	Tech-savvy visitors	High
Face ID Authentication	Mobile app users	Very High
Counter-issued Physical Tickets	Non-digital users	Medium-High

- Used **Perplexity** to analyze 50+ reviews, support forums, and feature updates from Ticketmaster, AXS, and SeatGeek. AI surfaced hidden patterns — like “seat preview fatigue” and “fee shock at checkout” — which directly informed our transparent pricing and 1-tap seat comparison flows
- Used **Claude** to rewrite 30+ error and confirmation messages with empathetic, action-oriented language
- Deployed **Manus** in Figma to auto-summarize open feedback threads and classification /priority
- Ran **Stark AI** across all screens to auto-detect contrast issues, missing labels, and heading hierarchy errors — fixed before developer handoff, reducing QA rework
- Leveraged **ChatGPT** to benchmark event booking best practices across Ticketmaster, AXS, and SeatGeek, synthesizing a competitive insights matrix that accelerated stakeholder alignment by 2 days and reduced revision cycles.

PROJECT CASE STUDY #2



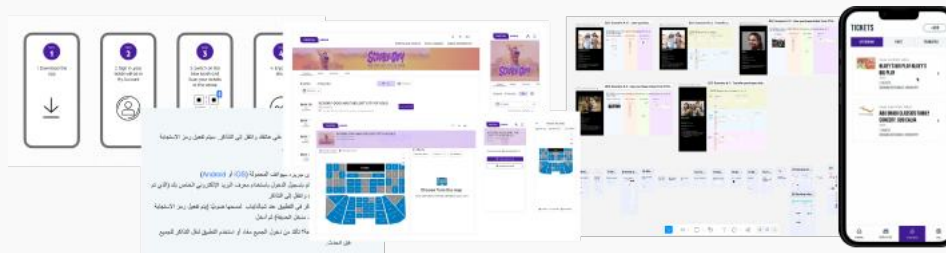
Results & Impact

Business Metrics

Metric	Before	After	Impact
Booking Completion Rate	Baseline	+10%	Increased conversions
Drop-off (Seat Selection)	High	-12%	Streamlined mapping & filters
Cross-sell Conversion	Low	+5%	Better upselling (meals, parking)

User Experience Metrics

- 90% users reported smoother mobile booking flows
- Strong adoption of new post-purchase management (ticket transfer, resale)
- Improved app ratings after redesign rollout



Key Success Factors

- **Research Excellence:** Documented UX methodology and insights in a detailed article.
- **Mobile Optimization:** Prioritized 90% mobile user base with responsive design
- **Security Innovation:** Balanced fraud prevention with seamless user experience
- **Data-Driven Decisions:** User behavior → informed decisions.

Key Learnings

- **Security vs. Usability:** Pair fraud prevention with smooth UX and proactive communication.
- **Power of Education:** Redemption guides and in-app prompts eased transition to new flows.
- **Inclusive Design:** Designing for both digital-first and non-digital users (B2C & B2B groups) ensures adoption.
- **Iterative Testing:** Quick validation cycles helped refine early, avoiding costly redesigns.
- **Stakeholder Alignment:** Collaborate cross-functionally for streamlined delivery.

For further read ,

1. [kindly visit my site](#)
2. [Read my medium article](#)



أنا رiaz محمد، مصمم منتجات أول (Senior Product Designer) ومحترف في تصميم تجربة المستخدم (UX) أتمتع بخبرة واسعة في تصميم التجارب الرقمية والواقعية.

أبتكر حلولاً مبتكرة تتمحور حول المستخدم وتوازن بين الرضا، والأمان، ونمو الأعمال. أتميز بالقدرة على قيادة الفرق، وإدارة أنظمة التصميم، وتطبيق مبادئ تصميم الخدمات لتحقيق أثر استراتيجي شامل.

كما أستفيد من تسريع العمليات باستخدام الذكاء الاصطناعي (AI Acceleration) لتعزيز كفاءة التصميم وتحقيق نتائج متقدمة.



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مقالاتي

نقرات صورتي

مجالات الخبرة الأساسية

التفكير التصميمي Design Thinking

خبرة في أنظمة التصميم

العروض التقديمية المؤسسية

التصميم التفاعلي والتصميم البصري

البحث الثانوي والتحليل المقارن Benchmarking

رسم خرائط رحلة المستخدم user Journey Mapping

تصميم الخدمات Service Design

تصميم وكلاء الذكاء الاصطناعي (AI Agents)

استراتيجية تجربة المستخدم UX Strategy

مراعاة إمكانية الوصول في التصميم Accessibility

النماذج الأولية Prototyping

الدور الحالي

لقيادة التصميمية

- إدارة أكثر من 10 مواقع إلكترونية وتطبيق جوال رئيسي.
- قيادة القرارات التصميمية لأكثر من 5 جهات أعمال وتحويل أهدافهم إلى خطط تصميم واضحة ومتناسكة.
- الإشراف الكامل على دورة التصميم من البحث والتفكير المبدئي (wireframes & prototypes) حتى التسليم النهائي، لضمان التنفيذ السلس.

لقيادة التصميمية

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- الإشراف الكامل على دورة التصميم من البحث والتفكير المبدئي (wireframes & prototypes) حتى التسليم النهائي، لضمان التنفيذ السلس.

توجيه الفريق

- تقديم تغذية راجعة منتظمة وتدريب فردي (coaching 1:1) للمصممين المبتدئين لرفع جودة الفريق.
- تدريب فرق التشغيل وخدمة الضيوف على دعم الحلول التصميمية الجديدة بفعالية.

المبادرات الإستراتيجية والشراكات

- إجراء بحوث وتحليلات تنافسية لدعم الإستراتيجيات طويلة المدى ومشاركة الرؤى مع القيادة.
- إدارة العلاقات مع الموردين لضمان التسليم في الوقت المحدد وبجودة عالية وضمن الميزانية.

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الأدوات والتقنيات

نماذج الذكاء الاصطناعي (LLMs):			تصميم وتجربة المستخدم:		
Deep seek	Grok	Manus	Figma	Adobe suite	Miro
Claude	Perplexity	Meta	Stitch	Microsoft office	
Chat GPT	Google Ai studio	NotebookLM			
الصور والفيديو:			تحليلات وتجارب المستخدم:		
Google Flow	Luma labs		Google Analytics 4		
klimgai	canva	runwayml	Microsoft clarity	Glassbox	



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مقالاتي

نقرات صورتي

العلامات التجارية التي تم العمل معها



الخبرة المهنية

مدير تصميم التجارب الرقمية أبوظبي، الإمارات العربية المتحدة – Miral Experiences	2022 - حتى الآن
مصمم تجربة المستخدم (UX Designer) هيئة الصحة بدبي – دبي، الإمارات العربية المتحدة	2017 - 2022
مصمم تجربة المستخدم الأول (Senior Experience Designer) تشينا، الهند – Cognizant Technologies	2014 - 2017
محلل تجربة المستخدم (UX Analyst) تشينا، الهند – Ethical Intelligent Technologies	2010 - 2014
مهندس برمجيات (Software Engineer) تشينا، الهند – Byte to Bit Technologies	2009 - 2010

تعليم

بكالوريوس في علوم الحاسوب والهندسة
جامعة آنا، الهند

للمزيد من التفاصيل: riazmo.com/aboutme

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