MOHAMED MUFEETH S

UX/Product Designer

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PROFILE SUMMARY

UX/Product Designer with a background in last-mile logistics operations and hands-on experience designing and shipping real products. I work across the full design process, from research and problem definition through to shipped, working products. My work includes consumer apps and Wear OS watch faces published on the Play Store, a watch face platform that is live and onboarding its first creators, a studio of AI agents that runs my own releases, and UX work that informed a live feature on a logistics platform. My operations background gives me a practical view of how workflows break down for the people using them, and an understanding of designing within real constraints like timelines, budgets, and technical limitations.

CORE SKILLS

- **UX Process:** User Research, User Flows, Wireframing, Prototyping, Usability Testing, Information Architecture, Journey Mapping, Heuristic Evaluation
- **UI & Visual:** UI Design, Design Systems, Interaction Design, Accessibility, Mobile-first Design
- **Product Thinking:** End-to-End Product Ownership, 0-to-1 Product Design, Feature Scoping, Problem Framing, Workflow Optimization, Cross-functional Collaboration
- **Tools:** Figma, Framer, Miro, Android Studio, Supabase, Vercel, Play Console
- **AI-Assisted Product Development:** Claude, Codex, Dyad; designing workflows for AI agents with human approval steps

EXPERIENCE

UX/Product Designer - Independent Products

Jan 2024 - Present

Design Blues | Remote | Self-employed (alongside Kitopi until Jul 2025)

- Lead the full design process for self-built products, from research and information architecture to prototyping in Figma and shipping through Android Studio and Play Console.
- Designed, specced and shipped **NiNav: Subscription Tracker**, an Android app for subscriptions, bills and every date that renews; live on the Play Store since October 2026. Wrote the product, UX, architecture, database, design system and QA documents first, then built the app to that spec.
- Designed and shipped a collection of Wear OS watch faces to the Play Store, used by real customers, each with its own companion phone app, widgets and wallpapers; iterated the designs based on user reviews and usability feedback after launch.
- Built **WatchFace Explorer & Creator OS**, a watch face platform for the Wear OS ecosystem, live since August 2026, where fans discover faces and independent designers publish their work, build a following, and run promotions. Designed the product end to end, including creator onboarding, creator and user profiles, a discovery feed, coupon campaigns, follower notifications, creator dashboards, and admin tools for platform governance. Also designed the platform's brand identity and visual system.
- Designed and built **Design Blues HQ**, a studio of AI agents that designs, builds, tests and releases my own watch faces and apps: an office of agents for each product, heavy work on my PC and the rest in the cloud, and a release path (internal testing, security check, production) where nothing goes out without my approval. In daily use.
- Running an early creator outreach program ahead of WatchFace Explorer's public launch, working directly with creators to test onboarding and discovery flows before wider release.

Customer Experience & Operations - Last Mile Logistics

Jan 2019 - Jul 2025

Kitopi Restaurants LLC | Dubai, UAE

- Worked across rider dispatch, escalation, and delivery operations for a high-volume last-mile logistics network handling 2,000+ orders daily, first as fleet supervisor on the kitchen floor, then in customer experience and last mile operations.
- Identified the failure point in rider check-in workflows through daily exposure to dispatch operations, and described a scanner-based fix to the Product Owner, leading to an OCR-based check-in system that gave kitchen and dispatch teams real-time visibility into rider arrivals.
- Owned the rules for automating rider dispatch and worked them out with the Product Owner, moving from manual coordinator assignment to rule-based automation in Onfleet: **about 65% of dispatch automated**, with an operations team over 40% smaller while delivery times held.
- Mapped the end-to-end escalation workflow and helped design a simplified alerting process that automatically generated tickets when issues occurred, improving operational visibility and response time across teams.

- From January 2024, spent six hours a week with the Product team alongside my operations role, contributing operational insights, workflow recommendations, and user feedback; work recognized by two members of the Product team (recommendations on LinkedIn).

SELECTED PROJECTS

NiNav: Subscription Tracker - Android app, live on Google Play View on Google Play

- **Problem:** Subscriptions, bills, insurance, warranties and documents all renew or expire on their own dates, and people remember too late. I had lost track of my own.
- **Approach:** One place for every date: type it, say it or scan the bill, and the app sorts what is overdue, due soon and upcoming. No ads, no account needed to start, files kept in the person's own Google Drive, sync encrypted end to end.
- **Status:** Live since October 2026. Free up to 12 reminders; Premium monthly or yearly.

WatchFace Explorer & Creator OS - Watch face platform for the Wear OS ecosystem Visit Site

- **Problem:** Independent Wear OS creators have no dedicated platform to publish their work, grow an audience, or build a direct relationship with users. They rely on generic marketplace listings with no creator-facing tools.
- **Approach:** Researched the competitive landscape (Facer, WatchMaker) and designed the platform end to end: information architecture and flows for creator onboarding, profiles, discovery feed, coupon campaigns, follower notifications, and creator dashboards, plus admin tools for platform governance. Designed a one-tap install flow via Play Store deep links to remove discovery-to-install friction.
- **Status:** Live since August 2026, with founding-creator outreach underway ahead of public launch.

Design Blues HQ - A studio of AI agents for my own releases View Case Study

- **Problem:** As one person, every update to every product waited for me: design, build, testing, store pictures, listing and release.
- **Approach:** Designed the organisation (an office of agents per product, with a shared test lab and security check), the approval steps, and the rules an agent cannot break: build can never publish, and the release is a script with no AI in it.
- **Status:** In daily use since late 2026; updates to my watch faces and apps go through it.

Group Ordering for a Cloud Restaurant Platform View Case Study

- **Problem:** Organizing group food orders was time-consuming and error-prone. Organizers manually tracked everyone's preferences and budgets, and items were often missed.
- **Approach:** Full UX process including user interviews, empathy maps, personas, journey mapping, and ideation, leading to a solution where participants independently add items to a shared group basket within a per-head budget. Delivered information architecture, user flows, wireframes, and a high-fidelity prototype in four weeks.
- **Outcome:** Every organizer in usability testing completed setup and shared the invite link without help. After finishing, I learned Kitopi's Product team was working on the same problem and shared my work with them. Kitopi later introduced its own group ordering feature.

OCR-Based Rider Check-In (Kitopi) View Case Study

- **Problem:** Manual rider check-in at kitchens was slow and error-prone, creating bottlenecks during peak hours.
- **Approach:** While working as fleet supervisor, identified the exact failure point in rider check-in from direct daily exposure and described a scanner-based fix to the Product Owner, before I had formal UX vocabulary for what I was doing. The Product and engineering team designed and built the system.
- **Outcome:** Implemented at Kitopi; gave dispatch and kitchen real-time visibility into rider arrivals, removing the need for manual tracking, and reduced wrong dispatches.

CERTIFICATIONS

- Google UX Design Professional Certificate - Coursera (completed January 2024) Visit Certificate

EDUCATION

B.E. Mechanical Engineering, MIET Engineering College (Anna University) *2014 - 2018*