

Faris Gaffoor

Product & Experience Leader

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Profile

A results-driven product and experience leader with over **4+ years** of expertise in shaping digital products from concept to execution. Excelling at both product design and product management, I bridge the gap between user needs and business goals, creating intuitive, impactful experiences. Skilled in leading cross-functional teams, driving product strategy, and translating insights into actionable solutions, I thrive at the intersection of design, strategy, and user-centric innovation.

Experience

Senior UX/UI Designer (Contract)

Supreme Committee for Delivery & Legacy (SC)

Sep 2025– PRESENT

- Spearheaded UI/UX design initiatives for internal SC digital products, enhancing usability and accessibility across multiple departments.
- Collaborated with cross-functional teams to streamline workflows, optimizing internal systems that serve thousands of users.
- Designed responsive and intuitive interfaces for high-impact administrative and operational platforms used by SC teams.
- Conducted user research, prototyping, and usability testing, ensuring designs aligned with organizational goals and internal stakeholder needs.
- Worked closely with product owners to modernize legacy interfaces, improving task completion time and internal adoption rates.
- Championed design consistency and component reusability through scalable design systems and documentation.

Product Designer / Product Manager

Travvise Technologies

July 2021– Sep 2025

- Spearheaded enterprise-wide digital transformation initiatives, integrating FOS, B2C, and B2B solutions to streamline business operations.
- Skilled in decoding client needs and stakeholder constraints through workshops, stakeholder interviews, and market research ensuring every design decision aligns with business goals and user intent.
- Conducts deep dives into user behavior, functional requirements, and communication flows to craft experience-first travel interfaces whether for B2C booking journeys or B2B operator dashboards.
- Crafts original design concepts, user flows, and wireframes for responsive web products that serve real-world traveler needs. All designs aim to inspire exploration while maintaining clarity and simplicity.
- Managed relationships with C-level stakeholders, aligning digital strategy with business objectives.
- Prepares rich design mockups, storyboards, and clickable prototypes using tools like Figma and Miro. Known for translating complex booking systems and itineraries into digestible, interactive formats.

- Selects and specifies fonts, imagery, iconography, layout grids, and design systems that elevate user experience, particularly for mobile-first travel platforms.
- Works closely with product managers, sales leads, and developers to negotiate scalable design solutions making sure the product aligns with technical feasibility, timeline, and travel industry standards.
- Documents detailed specs, design systems, and brand assets for seamless handoff to engineering and marketing teams. Maintains version control and archives assets for future updates or A/B testing.

Milestones

- Spearheaded the design process for prominent clients such as **NBK, Victoria Travels, Konga, Seyahaty.**
- Achieving a **55% increase in user engagement** through strategic design enhancements.
- Spearheaded digital content strategies, resulting in a 40% increase in organic traffic to the company’s website.
- Collaborated with product and sales teams to align messaging and create compelling marketing materials that improved customer retention by 15%.
- Led a Travel marketing campaign that increased client revenue by 35% in 6 months.

Education

B-Tech (Computer Science)

2017 - 2021 (Jan)

Vinayaka Mission University

Skills

- Market Research & Consumer Insights
- Data Analysis & Strategic Interpretation
- Content Development & Creative Storytelling
- Campaign Management & Performance Tracking
- Event Planning & Execution
- Digital Transformation & Strategy
- Business understanding and KPI Analysis
- Research & design thinking/ Ideation
- Customer-Centric Digital Growth
- Product Management & UX Optimization

Certifications

AI For Product Management

Pendo.io

Product Management Basics

Pendo.io

Product Analytics Certification

Pendo.io

Revmarketing

Userquest

Tech Stack

Figma (Advanced)

FigJam

Miro

Figma AI (wireframes, variations)

Notion AI

Jira