

HASHIM ABBAS

PRODUCT DESIGNER



+92-345-827-2090

hashimarizvi@live.com

Karachi. Pakistan

[linkedin.com/in/hashimarizvi](https://www.linkedin.com/in/hashimarizvi)

PROFILE

A senior product designer designing for Pakistan's digital financial ecosystem. Specializes in designing for digital security and fraud prevention. Currently a Senior CX Designer at UBL; the second largest bank in Pakistan, leading their design for Retail Banking, Digital Accessibility, Inclusion and Contact Center Services.

SKILLS

- Process Optimization
- Rapid Problem Solving
- Research Analysis
- Critical Thinking
- UX Design
- Service Design
- UI Design
- Leadership
- Story Telling
- Project Management

EXPERIENCE

CX DESIGNER

United Bank Limited

Jun 2021 - Dec 2022

- Worked on optimising and redesigning the bank's hiring and off-boarding process.
- Designed many user journeys on the bank's mobile application including credit card services, car loan and investment certificates.
- Carried out UX research to digitise the bank's corporate loan origination system.
- Optimised and designed a digital process and form for the bank's retail loan booking, processing and approval system.
- Designed the QR payment journey for IBFT transactions on the bank's mobile app.

SENIOR CX DESIGNER

United Bank Limited

Jan 2023 - Present

- Analyzed, compiled and managed the implementation of SBP's Fraud Prevention framework BPRD Circular 04.
- Redesigned the UBL Digital app's Sign Up, Log In and Forgot Password journeys in light of the new fraud prevention guidelines, for local and international customers. *(Resulted in frauds to zero in March 2024)*
- Spearheaded the execution of the app's payment journey optimization to reduce OTPs sent by the bank. *(Saved the bank Rs. 10 million cost monthly)*
- Designed SOPs and procedures for contact center and branch staff to manage fallback mechanisms for biometric verification for device registration.
- Onboarded and mentored a junior CX Designer for Digital Accessibility.
- Provided mentorship, support and teaching for two cohorts of UBL's Design Management Trainee program "Level Up".
- Completely redesigned the cheque management experience on the UBL Digital app.
- Created the experience for a new dynamic IVR system for the UBL contact center

EDUCATION

O & A LEVELS

Foundation Public School
2012 - 2017

BSC. ELECTRICAL ENGINEERING

Habib University
2017 - 2021