

CHRISTO PAUL

Product Designer | Dubai, U.A.E | +971 524395357 | christopaul322@gmail.com

[Portfolio](#) | [LinkedIn](#)



PROFESSIONAL SUMMARY

Engineer-turned-Product Designer and ETHGlobal 2025 Finalist with 3+ years of experience in Fintech and Web3. Skilled at combining technical computer science foundations with data-driven design to drive measurable growth. Contributed to AED 1.2M+ monthly revenue impact and improved transaction success rates up to 98%.

WORK EXPERIENCE

Product Designer | Edenred | Dubai, U.A.E | Jan 2026 – Present

- Operates as the sole product designer on a fintech application used by millions, working in a PM-adjacent capacity and partnering closely with Product Manager, Tech and compliance team to define UX strategy for complex features (for new payment rail AANI), from spec through phased rollout.
- Ran churn/non-adoption research for C3toC3 (User call, interviews, onfield testing and data funnel analysis).

Junior Product Designer | Edenred | Dubai, U.A.E | Jan 2025 – Jan 2026

- Redesigned Bangladesh corridor flow increasing transaction conversion from 12.18% to 17.03%. • Optimized transaction success rate from 78.8% to 86.8% (96.3% Nepal) via SMV API integration and UX audits.
- Launched 'Spin the Wheel' gamification increasing M3 retention by 1.4% and generating AED 60k monthly revenue.
- Increased Money Transfer penetration to 14.5% by revamping MT dashboard and launching Nepal/Pakistan corridors.
- Facilitated cross-functional design workshops with Product, Tech and Field teams to align feature scope, validate user experience decisions, and drive successful feature delivery.
- Conducted usability testing, customer interviews and funnel analysis to identify usability issues, validate design decisions and improve conversion.

Product Design Intern | Edenred | Dubai, U.A.E | Jan 2024 – Jun 2024

- Reduced ILOE-related support inquiries by 90% and card-blocking queries by 62% through proactive UI improvements.
- Reduced customer support queries by 14% by designing automated reversal flows and improving credit visibility.
- Reduced Nepal cash pickup failures by 17% by fixing corridor-method UX confusion.

UI/UX Engineer | FynextInnovations | Kerala, India | Nov 2022 – Dec 2023

- Collaborated with senior designers to launch 4 major features contributing to 40% product revenue growth in Q1.
- Conducted market research and competitor analysis to identify high-impact design opportunities.

AWARDS & ACHIEVEMENTS

- Finalist – ETHGlobal 2025: Selected among top teams in a global Web3 hackathon building a blockchain MVP.
- Winner – Hack@Arch (GEC Thrissur with Baton Systems & IEEE).
- Second Runner-up – Design-a-thon (KSUM in association with Canva).

TECHNICAL SKILLS

Design: User Research, Testing, Information Architecture, User Flows, Interaction Design, UX Research, Usability Testing, Workshop Sprints, Journey Mapping, Wireframing, Prototyping, Design Systems, A/B Testing, Cross-functional Collaboration, Product Discovery, Data-driven Design, Tree Testing.

Tools: Figma, Adobe Creative Suite, Miro, Clevertap, Databricks, Power BI, Jira, ClickUp, Claude, Lottiefiles

Code: HTML/CSS, Java Basics

EDUCATION

Google UX Design Professional Certificate – Coursera (2023)

B.Tech, Computer Science – APJ Abdul Kalam Technological University | CGPA: 7.88