

Sheikh Muhammed Aazam

Bangalore, India (Open to Remote, Hybrid)

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WORK EXPERIENCE

Senior UI/UX Designer

Sep 2025 – Present

Candescent | Bengaluru, India

Designing intuitive interfaces **that simplify complex financial APIs** and empower users to discover, test, and integrate fintech solutions efficiently.

- Driving UX improvements that **enhance developer onboarding**, reduce integration time, and improve overall **marketplace** discoverability.
- Collaborating closely with product managers, engineers, and business teams to define user flows, create scalable design systems, and ensure design consistency across platforms.

UI/UX Designer

Dec 2023 – Jun 2025

PeepulTree World | Bengaluru, India

Responsible for the whole end-to-end website experience & design.

- Improve the end-to-end experience of the product by conducting **usability reviews**, identifying UX issues, and proposing design recommendations resulting in **6x conversion rate**
- **Designed a web app** that enhanced the purchase order process, cutting down processing time and **improving communication** with suppliers, achieving a **25% increase in efficiency**.
- Communicate and implement technical strategies with **cross-functional teams**

Lead Product Designer

Jun 2022 – Dec 2023

Off Road Media – 101reporters.com | Bengaluru, India

- Directed a **team of 5 designers** in executing a complete brand overhaul & **website redesign**, which resulted in a 30% increase in brand recognition & a **25% boost in conversion rates**.
- Spearheaded the redesign of **14+ websites**, implementing **data-driven strategies** and **UX best practices**, including **usability testing**, resulting in a **60% increase in conversion rates**.
- Implemented Agile methodology across the design team, improving productivity by 35%
- Introduced A/B testing to measure design performance, optimising the conversion rate.

UI/UX Designer

Jun 2021 – Jun 2022

Off Road Media – 101reporters.com

- Designed and developed solutions for **7+ ecommerce projects**, leveraging **user centred design principles** to optimise user experience, resulting in a **20% increase in user retention**.
- Improved the design of the company website, which resulted in a **27% decrease in bounce rate**.
- Worked with **SEO strategies**, increasing organic search **traffic** to the **website by 80%**
- Converted **Highfidelity Figma prototypes** to a fully functional website using a no code website builder, **WordPress**.

Digital Marketing Intern | Graphic Designer Intern

Mar 2021 – Jun 2021

Aarrmor Digital Agency | Bengaluru, India

- **Developed landing pages**, collections, and email ads; generated a 21% open rate per day
- Designed creatives for Social media and Ads which generated about 500+ leads in a month.
- Created **2+ portfolio websites** to showcase the client's work and **generate leads for the business**.
- Used design skills to create compelling **digital advertising assets**, contributing to a **15% increase in clickthrough rates**

SKILLS

- **Relevant Skills:** User Flows, Product Design, Design Research, Adobe Creative Suite
- **Design Skills:** Interaction Design, User Research, Wireframing, Empathy Mapping, Prototyping, User Interface Design (UI), Human Interface (HCI), Visual Design, Usability Testing, Typography, Iconography
- **Product Development:** Design Systems, Product Thinking, Product Architecture
- **Design Tools:** Figma, Adobe Illustrator, Miro, Adobe After Effects, Notion, HTML/CSS, Webflow, Wordpress, Sketch
- **Human-Computer Interaction:** Human-Computer Interaction

CERTIFICATIONS

Post Graduate Certification – Product Management in AI, Duke University	Jul 2025
UX concepts validation , https://intoux.design/	Oct 2023
UX research and strategy , https://intoux.design/	Oct 2023

EDUCATION

Bachelors, Electrical and Electronics Engineering Jawaharlal Nehru Technological University, Vizianagaram, India	Sep 2020 – Sep 2020
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AWARDS

12th Laadli Media & Advertising Awards for rukhmabai.com , Laadli Media & Advertising	Sep 2022
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