

Sheikh Muhammed Aazam

Senior Product Designer

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Dubai, UAE | Available for On-site / Hybrid

Nationality: Indian ·

Languages: English (Fluent), Hindi, Marathi, Telugu, Urdu

Visa Status: Job Seeker Visa



SUMMARY

Senior Product Designer with **6+ years leading end-to-end product design** across fintech, e-commerce, travel, and media. Proven at turning 0-to-1 problems into scalable design systems and measurable results. Uses AI-powered design tools throughout the process to accelerate exploration, prototyping, and iteration without skipping the underlying design thinking. Now looking to bring that experience to a growing team in Dubai.

EXPERIENCE

Senior Product Designer · Candescant (Fintech), Hyderabad, IN

Sept 2025 - Present

- Experienced in **planning and owning large-scale migration roadmaps**, sequencing delivery across multiple workstreams and managing critical-path risk.
- Use AI design tools and AI-assisted development (Vibe Coding) throughout the workflow, from rapid wireframe iteration to prototyping and shipping working interfaces directly from design specs - closing the gap between design and code.
- Designed the developer experience for a complex fintech API marketplace, mapping the multistep user journey and information architecture, and restructuring an ambiguous flow into a clear, task-based experience.
- Skilled in **architecting design systems** from the ground up - reusable components, design tokens, and patterns that keep a product's UI consistent as it scales.
- Comfortable **partnering directly with engineering and product** throughout delivery, closing the gap between design intent and what actually ships.

Senior UI/UX Designer · PeepulTree World, Bangalore

Dec 2023 - Jun 2025

- Conducted end-to-end usability reviews and iterative testing across the product to identify critical UX friction points and unnecessary complexity, driving a **6x increase in conversion rate**.
- Designed a web application to streamline the purchase-order workflow, mapping the multi-role user journey, task flows, and navigation structure between internal teams and suppliers, **improving processing time by 25%**.
- Owned the complete website experience **end-to-end**, applying best practices and standards to create new visual designs and reusable components, aligning technical strategy with user needs across stakeholders.

Lead Product Designer · OffRoad Media Pvt Ltd, Bangalore

Jun 2022 - Dec 2023

- Skilled in applying **data-driven UX strategy and usability testing** at a portfolio level, not just one product, delivering a **60% increase in conversion** across a body of work.
- Experienced in **leading design teams** through full brand and product overhauls, setting direction and holding quality bar across multiple designers - a **30% lift in brand recognition**.
- Spearheaded the redesign of **14+ websites using data-driven UX strategies** and usability testing frameworks, delivering a 60% increase in conversion rates across the portfolio

Product Designer · OffRoad Media Pvt Ltd, Bangalore

Jun 2021 - Jun 2022

- Comfortable partnering across disciplines (**SEO, content**) so design and other strategies reinforce each other rather than compete - contributed to an **80% lift in organic traffic**.
- Experienced in reworking **information architecture and navigation** to measurably reduce drop-off - a **27% cut in bounce rate** on one project.
- Skilled in delivering high volumes of client work under tight timelines, lifting user retention by **20%** across a portfolio of e-commerce projects.

Associate Designer · Aarrmor Digital Agency, Bangalore

Mar 2021 - Jun 2021

- Supported the design team across content design, website design, and branding work for agency clients.
- Contributed to website design projects, translating brand direction into page layouts and visual assets.
- Built foundational skill in translating **brand direction** into layouts and visual assets under senior guidance.

SKILLS

AI-Assisted Workflows

Figma Make,Claude, Cursor AI-assisted development / Vibe Coding, rapid PoC & MVP prototyping where design and code converge

Research & Testing

Usability audits, heuristic evaluation, A/B testing, journey mapping

Industries

Fintech, e-commerce, travel, media, developer platforms

Design Systems & Figma

Design systems, component & variant architecture, design tokens, auto layout

Cross-Functional Leadership

Cross-functional collaboration with product, engineering & business teams; team leadership

Front-End

HTML, CSS, JavaScript - comfortable working directly in code alongside engineering

EDUCATION

Post Graduate Certificate in Product Management

Duke University, North Carolina

Mar 2025 - Mar 2026

Bachelor of Technology, Electronics Engineering

Jawaharlal Nehru Technological University Kakinada (JNTUK), UCEV

2016 - 2020