SHAHID ALI

PRODUCT DESIGN & UX LEADER | ENTERPRISE SAAS | PRODUCT STRATEGY & TEAM LEADERSHIP

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Great products don't happen because designers create beautiful screens.

They happen when customer insight, business strategy, content, technology and execution finally start speaking the same language.

PROFESSIONAL SUMMARY

Product Design and UX leader with 15+ years of experience across enterprise SaaS, travel technology, healthcare, analytics, and B2B/B2C products. Leads UX strategy, product design, design governance, and cross-functional delivery in partnership with product, engineering, business stakeholders, and enterprise clients. Experienced in leading a 19+ member cross-functional team, delivering a mission-critical product three months ahead of schedule, and contributing to a 25% reduction in development investment through platform consolidation. Focus areas include product discovery, design systems, DesignOps, usability, and AI-assisted design workflows.

SELECTED BUSINESS IMPACT

- Delivered a mission-critical enterprise product three months ahead of schedule.
- Contributed to a 25% reduction in development investment through platform consolidation.
- Improved platform performance by 20% and operational efficiency by 15%.
- Redesigned enterprise workflows supporting 130+ business users and introduced 30+ customer-driven product capabilities.

CORE EXPERTISE

Product Design Leadership | UX Strategy | Product Discovery | User Research | Data-Driven Design | Design Systems | DesignOps | Design Governance | Information Architecture | Interaction Design | Usability Testing | Journey Mapping | Rapid Prototyping | Product Roadmapping | Stakeholder Interviews | Stakeholder Management | Agile Delivery | AI-Assisted Design Workflows

PROFESSIONAL EXPERIENCE

Farenexus Solutions | Mohali, India

UI/UX Manager, Project Manager | **2023–Present**

- Lead UX strategy, product design, content strategy, design governance, stakeholder management, and delivery planning across enterprise SaaS platforms.
- Lead a 19+ member cross-functional team spanning design, engineering, QA, and product, aligning delivery with customer needs, business priorities, and technical constraints.
- Facilitate product discovery workshops and reviews with 50+ global enterprise clients, translating customer feedback and UX KPIs into roadmap recommendations.
- Established design systems, reusable UX frameworks, governance standards, and delivery practices to improve consistency across multiple products.
- Introduced AI-assisted workflows for research synthesis, requirements analysis, UX documentation, design critique, content generation, and sprint planning.
- Supported platform consolidation associated with a 25% reduction in development investment; delivered a mission-critical product three months ahead of schedule.
- Redesigned workflows supporting 130+ enterprise users and introduced 30+ customer-driven product capabilities; contributed to reported improvements of 20% in platform performance and 15% in operational efficiency.

MAQ Software | Hyderabad, India

Lead UI/UX Designer | 2022–2023

· Embedded UX activities into Agile delivery through user research, design reviews, component libraries, design systems, and product discovery.
· Partnered with product managers, architects, and engineering teams to standardize reusable UI components and improve design-to-development collaboration.
· Explored AI tools for UX documentation, design exploration, and research synthesis.

Assimilates Solutions | Gurugram, India

Senior UI/UX Designer | 2019–2022

· Conducted UX research, usability testing, and behavioral analysis to identify usability issues and improve application experiences.
· Developed information architecture, user flows, and interaction models to simplify navigation and improve user journeys.
· Analyzed product analytics and user behavior to identify friction points and optimize experience touchpoints.
· Introduced Figma and modern UX collaboration tools to streamline design workflows and cross-functional collaboration.
· Reduced customer support issues by 40% through improvements to information architecture and interaction design.
· Increased application adoption by 25% through enhanced mobile UX and improved team productivity by 20% through modern design tools and collaborative workflows.

Medical Support Systems | Gurugram, India

UI/UX Designer | 2018–2019

· Designed healthcare product workflows using information architecture, user flows, interaction design, stakeholder collaboration, and rapid prototyping.
· Redesigned UX for 30+ enterprise platforms and delivered 40+ user flows, wireframes, and prototypes.

Soft Touch International | Dubai, UAE

UI/UX Designer / Graphic Designer | 2017–2018

· Supported UX modernization and interface redesign initiatives for international products.
· Worked across responsive UX, navigation, information architecture, engineering reviews, and launch planning.

Little Yellow Beetle | Gurugram, India

UI/UX Designer | 2013–2017

· Worked across wireframing, responsive design, interaction design, prototype validation, developer collaboration, and launch planning.
· Contributed to a platform serving 10,000+ users and to a website redesign nominated for Awwwards recognition.

EDUCATION

Master of Computer Applications (MCA) | Lovely Professional University, Jalandhar | 2010–2012
Bachelor of Computer Applications (BCA) | Lovely Professional University, Jalandhar | 2007–2010

CERTIFICATIONS

Coursera UX Design Certification | Product Management Certification | NIIT Programmer (HTML/CSS)

TOOLS & TECHNOLOGIES

Design: Figma, Adobe XD, Sketch, Photoshop | Web: HTML, CSS, Bootstrap | Analytics: Google Analytics, Mixpanel, Amplitude, Power BI, Tableau | Delivery: Jira, Azure DevOps | AI: ChatGPT, Claude, Figma AI, Cursor, GitHub Copilot, Bolt