

Mahebur Sayyad

Senior UX / Product Designer | 10+ Years in UX Strategy, Research & Product Design

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PROFESSIONAL SUMMARY

Senior UX / Product Designer and HFI Certified Usability Analyst (CUA™) with 10+ years of experience designing scalable, user-centered digital products across banking, fintech, telecom, e-commerce, HRMS, and enterprise SaaS domains. Strong expertise in UX research, interaction design, dashboard UX, prototyping, usability testing, design systems, and workflow optimization. Proven track record of improving conversions, reducing drop-offs, enhancing usability, and delivering measurable business impact through data-driven design solutions.

KEY SKILLS

UX Strategy & Research: User interviews, surveys, personas, journey mapping, usability testing, heuristic evaluation, A/B testing, Google Analytics.

UX / Product Design: Information architecture, user flows, wireframing, prototyping, responsive design, interaction design, interactive mockups.

Design Systems & IA: Design systems, component libraries, navigation flows, style guides, reusable UI components.

Accessibility & Standards: WCAG 2.1 AA, mobile-first design, responsive design, user-centered design (UCD).

AI in Design: AI-driven design-to-code, Figma AI (Make), AI-assisted UX workflows, AppliTools visual testing.

Collaboration & Leadership: Agile/Scrum, stakeholder alignment, cross-functional collaboration, team mentoring.

Tools & Technologies: Figma, FigJam, Sketch, Adobe XD, InVision, Axure, Miro, Zeplin, Photoshop, Illustrator, HTML5, CSS3, JavaScript, Bootstrap, WordPress.

PROFESSIONAL EXPERIENCE

Sr. UX Designer

Mar '19 - Present

Nihilent Limited

Pune, India

- Delivered UX and product design solutions for enterprise clients across Banking, HRMS, and E-commerce domains, improving user engagement through research-driven design approaches.
- Led UX design for the DStv Store e-commerce platform, improving product discovery and checkout experience, resulting in a 28% increase in conversions.
- Designed enterprise dashboards, portals, and web applications focused on user research, prototyping, workflow optimization, and scalable UX solutions.
- Optimized purchase journeys for Explora device bundles, reducing user drop-offs by 22% through improved interaction design.
- Conducted usability testing and heuristic evaluations to identify UX issues, reducing usability problems by 40%.
- Built scalable design systems, reusable UI components, and high-fidelity prototypes to improve consistency and delivery efficiency across products.

UX Designer

Apr '17 - Mar '19

Excal Technology Pvt. Ltd

Pune, India

- Designed UX/UI experiences for enterprise platforms and dashboards, contributing to a 35% increase in user engagement and reduced bounce rates.
- Created low- and high-fidelity prototypes, dashboard interfaces, and user flows focused on improving usability, workflow efficiency, and user engagement.
- Conducted user research and usability testing, contributing to a 25% increase in engagement and reduced bounce rates.
- Collaborated with Product Managers and developers to streamline delivery workflows and build responsive UI solutions using Adobe XD, HTML5, CSS3, and Bootstrap.

UI Designer

Sep '16 - Feb '17

Atyeti IT Service Pvt. Ltd.

Pune, India

- Designed UI/UX experiences for SocialCxN, improving user engagement and platform usability for influencer collaboration and marketing campaigns.

- Created landing pages, wireframes, and marketing interfaces that improved customer acquisition and click-through rates.
- Collaborated with engineering and marketing teams to deliver responsive, user-centric digital experiences and improve project efficiency

UI / Web Designer

Sep '14 - Sep '16

Qualitas IT

Pune, India

- Designed UX/UI solutions for enterprise HRMS systems and dashboards to streamline workflows and improve user experience.
- Created scalable web interfaces and responsive digital experiences to improve navigation, accessibility, and overall user satisfaction.
- Developed landing pages and enterprise solutions that enhanced engagement and streamlined user interactions.

PROJECTS

DStv Store – Digital Commerce Experience

MultiChoice Group | Lead UX Designer | Product Experience

- Led UX design for the DStv digital commerce platform across web and mobile.
- Enhanced product discoverability and streamlined complex purchase flows, improving conversions by 28%.
- Redesigned end-to-end shopping journeys to reduce friction and lower bounce rates by 20%.
- Conducted UX research, usability testing, and A/B testing to improve engagement and overall user satisfaction.

NIMS HRMS Portal – Enterprise Workforce Management Platform

Nihilent Ltd | Senior UX Designer | Enterprise SaaS Experience

- Designed end-to-end HRMS workflows focused on employee management, attendance, leave, and operational efficiency.
- Improved dashboard usability and information architecture for enterprise users and administrators.
- Conducted UX research and workflow analysis to identify usability gaps and optimize task completion.
- Created scalable, responsive interfaces and interaction patterns for complex enterprise use cases.

DStv Design System – Scaling UX Across MultiChoice Products

MultiChoice Group | Lead UX Designer | Design System

- Developed scalable design systems and reusable UI components to improve consistency and streamline user experiences.
- Defined interaction patterns, typography standards, and accessibility guidelines to improve design consistency across products.
- Improved design consistency, scalability, and cross-product user experience.
- Accelerated product consistency and design scalability through reusable component libraries.

EDUCATION

BCA – Bachelor of Computer Application

Jun '13 - Jun '15

Adarsh Management Institute of India

Mumbai, India

Advanced Certificate in Innovation & Experience Design

Apr '23 - May '24

MIT Institute of Design, Pune

Pune, India

CERTIFICATIONS

Certified Usability Analyst (CUA™)

Human Factors International

UX Design Mentorship Program

GrowthSchool
