

Maheeb Sayyad

Lead UX / Product Designer (10 Years)

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PROFESSIONAL SUMMARY

Lead UX/Product Designer with 10+ years of experience designing intuitive, scalable, and user-centered digital products across E-commerce, FinTech, Telecom, HRMS, Logistics, and Enterprise SaaS domains, with proven experience in leading design initiatives, mentoring designers, and driving cross-functional collaboration.

Expert in UX research, interaction design, prototyping, and usability testing, with strong foundations in User-Centered Design, Lean UX, and Design Thinking.

Certified Usability Analyst (CUA™) with a strong track record of improving user satisfaction, reducing usability issues, and driving measurable business impact through data-driven design.

KEY SKILLS

UX Research

User Interviews, Surveys, Persona Creation, Task Analysis, Heuristic Evaluation, A/B Testing, User Journey Mapping

Interaction & UI Design

Information Architecture, User Flows, Wireframes, High-Fidelity Prototypes, Responsive Design, Design Systems, Style Guides

Methods & Frameworks

UCD, Design Thinking, Lean UX, Agile/Scrum, Accessibility (WCAG), Usability Testing

Tools

Figma, FigJam, Sketch, Adobe XD, Axure, InVision, Zeplin, MIRO, Adobe Creative Suite, HTML Prototyping

PROFESSIONAL EXPERIENCE

Sr. UX Designer

Mar '19 - Present

Nihilent Limited

Pune, India

- Led UX design for E-commerce platform **DStv Store**, improving product discovery, package comparison, and checkout experience—resulting in a **28% growth in successful conversions**.
- Designed end-to-end flows for **Explora device purchase journey**, reducing user drop-offs during bundle selection by **22%**.
- Conducted **remote usability testing** and heuristic evaluations to identify pain points across the purchase funnel, reducing usability issues by **40%**.
- Created **wireframes, interactive prototypes, and high-fidelity UI** for a responsive web, improving design-to-dev alignment and reducing delivery time by **20%**.
- Built scalable **design systems** and UI components used across the DStv Store ecosystem, reducing UI inconsistencies by **50%**.
- Collaborated closely with product owners, developers, and QA teams in Agile sprints, ensuring smooth handoffs and consistent user-centric improvements.

UX Designer

Apr '17 - Mar '19

Excal Technology Pvt. Ltd

Pune, India

- Designed **user-centric web layouts** that improved navigation and increased engagement by **25%**.

- Streamlined workflows with PMs and developers, improving delivery timelines by **15%**.
- Conducted **usability testing** that reduced bounce rate by **30%**.
- Produced **UI kits, prototypes**, and design assets using **Figma, Sketch, InVision**, and Adobe Suite.

UI Designer

Sep '16 - Feb '17

Pune, India

Atyeti IT Service Pvt. Ltd.

- Designed UI from concept to launch, resulting in a **35% increase in customer acquisition**.
- Created marketing landing pages that increased **click-through rates by 25%**.
- Collaborated with engineering and marketing teams, improving project efficiency by **20%**.
- Delivered **wireframes**, workflows, and mockups that reduced feedback cycles by **30%**.

Web / UI Designer

Sep '14 - Sep '16

Pune, India

Qualitas IT

- Designed dashboards, widgets, and responsive UIs, improving customer satisfaction by **40%**.
- Built HTML prototypes that reduced development time by **30%** and design revisions by **25%**.
- Improved page load speed by **20%** and boosted engagement by **15%** for a social media client.

EDUCATION

BCA - Bachelor of Computer Application Jun '13 Jun '15

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

Certification

Certified Usability Analyst (CUA™)

Jan '25 - Feb '25

Human Factors International

Pune, India

Become a UX Designer from Scratch

Jan '22 - Mar '22

Interaction Design Foundation

Pune, India

User Experience: The Beginner's Guide

Dec '21 - Mar '22

Interaction Design Foundation

Pune, India

UX Design Mentorship Program

Aug '24 - Jan '25

GrowthSchool

Online