

Ahmed Raza

Lead Product Designer

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Summary

Product design leader with 10+ years of experience designing AI-powered SaaS, enterprise workflow, and mobile products. Experienced in design systems, research and cross-functional collaboration. Led design initiatives across healthcare AI, annotation platforms, fintech, and travel products.

Work Experience

Lead Product Designer

Feb 2026 – Present

VMock • Gurgaon

- Conducted UX audits for Ed-tech product flows to identify usability gaps and improve experiences.
- Built design system foundations and introduced AI-driven workflows for edtech platforms.

Founding Product Designer

Nov 2023 – Feb 2026

Teesta • Bangalore

- Defined product vision and user experience for a creator-led travel platform.
- Led UX research, interviews, and product discovery for the mobile app.
- Designed an AI-enabled trip creation system improving engagement and personalization.
- Collaborated with developers to ensure a seamless mobile-first experience for travelers.

Head of Product Design

Jan 2022 – Sep 2023

NFTICALLY • Remote

- Managed and mentored a team of UX designers while setting design roadmaps and strategy.
- Established design standards and scalable patterns across marketplace and creator-facing products.
- Conducted research and usability testing to guide product decisions and improve retention.
- Delivered high-fidelity prototypes, and design documentation aligned with engineering sprints.

Senior Product Designer

Aug 2019 – Dec 2021

TheHive.ai • Gurgaon

- Led UX for enterprise AI annotation and data-labeling platforms used by global workforces.
- Designed complex workflow-heavy experiences for image, video, and text annotation tasks supporting machine learning model development.
- Conducted user research and workflow analysis to improve productivity, accuracy, and task completion rates.
- Built reusable components and contributed to scalable design system foundations.

UI/ UX Designer

Aug 2016 – Jul 2019

BookMyForex • Gurgaon

- Led UX research, prototyping, and testing for customer dashboards and web applications.
- Designed responsive interfaces with a mobile-first approach, boosting conversions and lead generation.
- Collaborated with stakeholders to enhance B2B and internal platforms through iterative UX improvements.

UI/UX & Graphic Designer

Aug 2015 – Jul 2016

Wegilant • Gurgaon

- Designed user flows and visual styles for app security dashboards.
- Developed brand and interface guidelines for iOS and Android apps.
- Produced marketing visuals and interactive assets for app launches.

Education

SMVD University

Computer Science & Engineering | B.Tech

Certificates

Human-Computer Interaction - HCI

Jan 2020

IxDF - The Interaction Design Foundation

Design Thinking: The Beginner's Guide

Nov 2019

IxDF - The Interaction Design Foundation

Skills

UX Design, Product Design, User Research, Usability Testing, Design Systems, Wireframing, Vibe Design, Micro-interactions, Information Architecture, Interaction Design

Tools

Figma, Sketch, Figjam, Adobe XD, Adobe Illustrator, Cursor, Gemini, Lovable, v0, Claude