

Shaheer Bin Usman

Product Design Lead

AI-Driven Design | Design Systems | UX Strategy

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Professional Summary

Product Design Leader with 10+ years of experience delivering scalable digital products, building high performing design teams, and driving product strategy through user-centered design. Proven track record leading cross-functional collaboration across product, engineering, and leadership to deliver measurable business outcomes. Integrating AI into design workflows to accelerate discovery, automate production work, and enable faster product iteration.

Design Leadership Highlights

- Led and scaled design teams up to 7 product designers while establishing structured design critique systems and cross-functional rituals.
 - Architected an AI-powered design engineering pipeline that transforms product requirements into production-ready interfaces using the company's Design System npm package and engineering tech stack, with automated UI auditing to ensure design fidelity, component consistency, and implementation quality.
 - Implemented scalable design systems across organizations improving design consistency by up to 80% and reducing development friction.
 - Improved onboarding flows resulting in 100% increase in feature adoption.
 - Reduced design-to-development turnaround by 30% through improved design systems and developer collaboration.
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AI Augmented Product Design & Workflow Automation

- Designed complete product concepts and interactive prototypes using Figma Make, enabling rapid experimentation without traditional UI production workflows.
- Leveraged Claude Code integrated with Figma MCP console to generate and manipulate design artifacts directly within Figma.
- Built an internal AI-powered user testing tool using Claude Code to accelerate usability validation and gather structured feedback.
- Used NotebookLM for product discovery workflows including PRD gap analysis, competitor analysis, and structured idea generation.
- Developed curated prompt frameworks to generate wireframes, flows, and UI concepts via AI-assisted design tools.
- Transitioned the design team to adopt AI-enabled workflows resulting in 2× faster delivery and iteration cycles.

Work Experience

Clickpost, Bengaluru

Product Design Lead, October 2024 – Present

Impact

- Awarded the “Velocity Award” for delivering high-impact product improvements within accelerated timelines.
 - Reduced design-to-development turnaround by 30% through improved design system adoption and developer collaboration.
 - Reduced developer churn by 25% via improved handoff practices and documentation.
 - Decreased design inconsistencies across products by 80% through implementation of a scalable design system.
 - Increased feature adoption by 100% after redesigning the onboarding experience based on user research insights.
 - Improved task completion rates by 60% by simplifying critical product workflows.
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Projects & Responsibilities

US & India Ecom, B2B suite, SkyHi

- Led a team of 7 product designers, mentoring them on design excellence, systems thinking, and research led problem solving to deliver consistent and high impact product experiences.
- Built and orchestrated a scalable Design System that powered a centralized design library enabling design development harmony, component reusability, and faster go to market cycles.
- Facilitated design reviews to ensure quality across usability, feasibility, product scope, and visual aesthetics bridging gaps between vision and execution.
- Championed cross functional collaboration across Product, Engineering, Marketing, Sales, Support, Leadership teams to align design with business and technical goals.
- Introduced research driven methodologies (surveys, usability testing, heuristic analysis, journey mapping) to uncover user pain points, define opportunities, and shape product direction.
- Drove adoption of design best practices through robust documentation, usage guidelines, and component governance to ensure design consistency and efficiency across the product lifecycle.
- Advocated a human centered design mindset, initiating workshops and collaborative sessions to train design and non design teams on modern UX thinking and trends.
- Balanced user empathy with technical feasibility, working closely with developers to translate complex experiences into elegant, scalable, and dev ready solutions.
- Influenced product strategy through ongoing conversations with leadership, ensuring design remains a strategic pillar in product planning and innovation.

Infoblox, Bengaluru

Senior UX Designer, November 2023 – October 2024

Impact

- Implemented the enterprise design system Pegasus (PDS 1.0) across multiple products.
 - Recognized as a star performer for contributions to design system strategy and adoption.
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Projects & Responsibilities

Pegasus, BloxOne DDI

- Spearheaded design system operations for a 12-member UX team, ensuring scalable component architecture.
 - Partnered with engineering teams to operationalize design tokens and system components.
 - Provided mentorship to designers on design system usage and best practices.
 - Contributed to dashboards, workflows, and enterprise product interfaces for the BloxOne ecosystem.
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Intugine Technologies Pvt Ltd, Bengaluru

UX Manager, March 2021 – November 2023

Projects & Responsibilities

Intugine Product Suite

- Led and managed a team of UX designers, researchers, and developers to deliver successful digital products and services with a strong focus on UCD principles.
- Developed and executed UX strategies to align with business goals and customer needs, resulting in improved user engagement, retention, and satisfaction.
- Conducted user research, usability testing, and user feedback analysis to inform product design decisions and identify areas for improvement.
- Collaborated closely with cross-functional teams, including product management, engineering, and marketing, to ensure seamless integration of UX into the product development process.
- Oversaw the creation of wireframes, prototypes, and interactive mockups to effectively communicate design concepts and obtain stakeholder buy-in.
- Implemented design systems and style guides to maintain consistency and scalability across digital products and platforms.
- Mentored and coached team members, providing guidance on UX best practices, professional development, and performance feedback.

Pearson India Education Services Pvt Ltd, Bengaluru

Senior UX Designer, May 2019 – March 2021

Projects & Responsibilities

Mypedia, GSAM, ActiveLearn, Sonic, BOEP, PET

- Designed user-centered interfaces for large-scale education platforms including ActiveLearn and Mypedia.
 - Conducted competitive analysis and usability testing to improve product usability.
 - Collaborated with product managers and developers to deliver scalable digital learning experiences.
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Lobotus Technologies Pvt Ltd, Bengaluru

UX Designer, September 2017 – May 2019

Projects & Responsibilities

Travelize, Homes247, Boketo, Systosoft, PaceB2B

- Conducted user research and created user personas, user stories, and customer journey maps to inform product design decisions.
 - Designed wireframes, prototypes, and interactive mockups using industry-standard tools to effectively communicate design concepts and gather feedback.
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Skills

- **Core:** UX Design, UI Design, Experience Design, HCD, Emotional Design, Design Thinking, Agile UX
- **Requirement Gathering:** Competitive Analysis, Client Discussions, Business Case Validation
- **Empathize:** User Interviews, Questionnaires, Focus Groups, Field Studies
- **Define:** User Personas, User Journeys, User Stories, Workflows
- **Ideate:** Brainstorming, Card Sorting, SCAMPER, Team Discussions
- **Prototype:** Sketching, Wireframes, Visual Designs, Interaction Design
- **Evaluate:** Usability Testing, Heuristics Evaluation, Benchmarking, A/B Testing
- **Management:** People Management, Time Management, Resource allocation, Leadership

Tools

- **UX Design:** Figma, Adobe XD, Sketch, Invision
 - **UX Research:** Usertesting.com, Userinterviews.com, Gainsight PX
 - **AI-Augmented Design:** Figma Make, Claude Code, NotebookLM, Prompt Engineering for Design Workflows, AI-Driven Wireframing
 - **Graphic Design:** Illustrator, Photoshop, Indesign
 - **Whiteboard:** Figjam, Miro
 - **Collaboration:** Zeplin, Agile-Jira, Confluence, Slack, Teams
 - **Suites:** G-Suite, MS Office
 - **Prototype:** Sketching, Wireframes, Visual Designs, Interaction Design
 - **Technical:** HTML, CSS, Framer
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Education

BBA, Business Management & Marketing

Bharathiar University, August 2013 – September 2016

Courses & Certification

Human Computer Interaction | Mobile UX | UX Strategy & Management | User Research Interaction Design Foundation (IxDF), March 2019 – Present