

Sardar Hassain Shaik

Senior Product Designer
Experience: 8 Years

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Portfolio

Senior AI Product Designer with 8 years of expertise in UX/UI design, specializing in user-centered solutions through research and design thinking. Proven ability to lead design teams, collaborate with cross-functional stakeholders, and align design strategies with business goals. Skilled in developing design systems, conducting user research, prototyping, and delivering AI-driven product experiences that enhance usability and customer satisfaction. Adap at solving complex user challenges with innovative, intuitive designs that drive engagement and business growth.

FigmaIndesignUser Experience DesignUser Interface DesigningInteraction DesignVisual Design

User ResearchPrototypingExperience DesignProduct DesignClaude CodeVisual Studio

DscoutMobbinAdobeJIRANotionMiroVibe codingArtificial Intelligence

User Centered DesignAgile MethodologyCross Functional Coordination

CERTIFICATION

- PRO UI/UX Designer - Design Boat UI/UX School
- Design led strategy - University of Sydney
- Foundations of UX design by google

WORK EXPERIENCE

Senior Product Designer-Albertsons companies IndiaNov 2025 - Present

Leading the design of AI Creative Workstream and Digital Merchandise experiences across B2C and B2B platforms. Developed an AI-powered creative platform generating images, copy, and videos, ensuring brand-compliant content.

Reduced dependency on external vendors, accelerating content creation workflows. Enabled users to efficiently create content through intuitive, prompt-based interactions. Delivered approximately \$15M in cost savings by minimizing reliance on third-party tools.

Senior Product Designer-Reliance JioJul 2022 - Nov 2025

Led the design and development of intuitive, engaging digital experiences for both web and mobile platforms as Senior UI/UX Designer at Reliance Jio. Collaborated effectively with cross-functional teams, including product managers, developers, and stakeholders, to deliver user-centric designs aligned with strategic business goals.

Designed and launched the SMKitty Store Manager feature, streamlining store operations and driving revenue growth of approximately ₹150 Cr while boosting sales performance.

Developed and implemented a comprehensive TCS & TDS Management solution for Reliance retailers, resolving compliance challenges and eliminating nearly ₹400 Cr in annual losses, enhancing financial efficiency. Introduced the Split Payment Checkout feature to optimize transaction workflows and significantly improve the customer payment experience.

Product Designer-Seniorly inc

Oct 2020 - Jun 2022

Collaborated with cross-functional teams including Product, Engineering, Business, and QA to develop UI design solutions aligned with business objectives and enhanced user experience.

Revamped a complex platform by leading a comprehensive UI overhaul that introduced a modern, streamlined design. Achieved a 40% increase in user satisfaction and significantly reduced onboarding time, as evidenced by post-launch user surveys.

Product UX Designer-Pazo Innovations

Dec 2019 - Sep 2020

Collaborated with Product Manager to gather, analyze, and prioritize user requirements for strategic project planning. Developed comprehensive design guidelines and produced high-quality assets to maintain consistent brand identity and product quality.

Partnered with development teams to effectively translate design concepts into seamless, functional implementations.

Junior UI UX Designer-Yappes Technologies

Jan 2019 - Dec 2019

Redesigned user dashboards to significantly enhance user experience and interface usability. Implemented innovative interaction concepts that drove measurable improvements in key performance metrics.

Collaborated effectively with a cross-functional team to develop and deploy impactful UI enhancements.

INTERNSHIPS

Saas-Exalca Technologies

2 Months

Collaborated with senior designers to create and optimize comprehensive design systems for a SaaS product. Contributed to enhancing user experience and interface consistency during internship.

PROJECTS

Ajio - DMS

334 Days

Engineered a robust Distribution Management System for the Ajio platform, significantly boosting operational efficiency and logistics performance.

Executed thorough user and market research to inform and validate data-driven design strategies.

Crafted detailed wireframes and high-fidelity prototypes for web, mobile, and tablet interfaces, optimizing cross-device user experience and interface consistency.

JMD

184 Days

Designed and developed a user-centric shopping interface for electronic products, optimizing the experience for both retailers and consumers. Enhanced usability and accessibility to drive higher engagement and seamless navigation across diverse user groups.

Seniorly Living care

608 Days

Collaborated with Product Managers, Engineers, Business Analysts, and QA teams to develop UI design strategies aligned with business objectives and user requirements.

Reviewed design deliverables and guided the design team on implementing design system standards for creating detailed, consistent UI components. Spearheaded a comprehensive UI overhaul that boosted user satisfaction by 40%. Contributed to the development and standardization of a design system to ensure UI consistency across multiple projects.

EDUCATION

12th
Andhra Pradesh, English
Marks - 75%

2013

10th
Andhra Pradesh, English
Marks - 80%

2011

EXTRA-CURRICULAR ACTIVITIES

Designer turned Entrepreneur

[Mikilium](#)

Not just solving problems in design tools I get hands-on and learn how real products come to life. From building a mushroom extract startup from the ground up to market research and defining its consumer value.

ACHIEVEMENTS

Employee of the year - Reliance Jio

Received the Employee of the Year Award at Reliance Jio for solving a critical user problem for retail customers, resulting in an annual business impact of ₹400 crore.

Hackathon Winner 2026 - Albertsons Companies India

Designed and developed an AI-driven employee onboarding experience for Albertsons Companies, enabling a seamless onboarding journey across all regions.

PORTFOLIO & LINKEDIN

[Portfolio](#)

[LinkedIn](#)

ADDITIONAL INFORMATION

Hobbies: Motorsport , Fitness, Travelling

Languages: English, Telugu, Hindi, Kannada, Tamil