

SOHAIL AKHTAR

UI/UX Designer

 Visit My Portfolio

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 West Bengal, India

PROFESSIONAL SUMMARY

Product Designer with 6+ years of expertise designing user-centered solutions for marketplace, healthcare, and SaaS products. Specialization in end-to-end product design, user research, design systems, and post-launch iteration. Proven track record translating user feedback and business objectives into high-impact designs. Expertise in cross-functional collaboration, stakeholder alignment, and shipping products that improve user adoption and operational efficiency. Skilled in design system architecture, responsive design, and leveraging AI-assisted workflows to accelerate design velocity.

PROFESSIONAL EXPERIENCE

09/2023 – Present Maryland, USA	UI/UX Designer, Aspen Hive LLP - Shipped Coastals marketplace app to iOS and Android, achieving a 5.0-star rating and a 43% launch conversion rate. - Boosted booking completions by 15% by designing a 3-step instant checkout with integrated KNET and Apple Pay. - Cut weather-related support disputes by engineering automated calendar holds based on wind and rain thresholds. - Tripled group feature discovery (14% to 42%) by restructuring layout hierarchy and navigation priority over adding features. - Built a reusable design system engineering team confirmed 60% faster implementation speed and reduced design-to-dev clarifications through clear design handoff.
10/2023 – 08/2026 San Diego, USA	Product Designer (Contract, Part-Time), TotemPole, Inc - Owned full design ownership: discovery, user research, information architecture, wireframing, prototyping, high-fidelity UI design, and design systems. Designed responsive mobile interfaces and adaptive layouts across platforms. - Owned post-launch iteration, collecting user feedback and analyzing behavior patterns to refine vendor dashboard workflows for operational efficiency. PM noted reduction in support escalations as features matured. - Integrated AI-assisted design workflows: Claude for research synthesis and documentation, Figma AI for rapid ideation, Cursor for prototyping exploration.
11/2022 – 09/2023	UI UX Designer, TourTech Israel - Designed end-to-end healthcare mobile application for patient management workflows. Reviewed stakeholder feedback identifying critical usability issue: appointment scheduling buried across 5 menu layers, creating friction for patients and clinical staff. - Validated the problem through workflow analysis and usability testing. Redesigned appointment scheduling flow consolidating navigation into single, direct path. Simplified workflow from 5 screens to 2 screens with one-tap access to key functions. - Post-launch feedback from PM and stakeholders: staff reported significantly improved workflow efficiency, users found scheduling intuitive, support team noted reduction in appointment-related escalations.

- Designed CRM system with real-time feedback capabilities. Collaborated with 3 engineers and PM to validate design feasibility and continuously improve workflow efficiency.

06/2021 – 08/2022
San Diego, USA

UI/UX Designer, Swazei, Inc

- Led end-to-end UX/UI design for point-of-sale retail system. Collaborated with PM and stakeholders to identify checkout process as key operational bottleneck. Conducted workflow research revealing multiple confirmation steps and fragmented navigation creating transaction delays.
- Designed customer loyalty mobile app addressing repeat customer engagement. Applied reward psychology principles: made points immediately valuable, designed clear earning/redemption paths, simplified reward redemption to 2-tap experience. Validated design with stakeholders to understand user motivation drivers.

03/2017 – 04/2021
Saudi Arabia

UI/UX Designer, e-medicare

- Designed healthcare management products focused on patient and administrator experiences. Simplified complex clinical workflows through iterative design and stakeholder collaboration. Built reusable interface components and improved information architecture for scalability.
- Worked with clinical teams to validate usability and ensure accessibility standards compliance. Collaborated with stakeholders throughout product lifecycle: presented design rationale, gathered requirements, and validated solutions against user needs and business objectives.

12/2013 – 09/2017

UI Designer, Freelancer | Remote

- Designed responsive websites, e-commerce platforms, and mobile application interfaces across multiple industries. Created production-ready visual designs, branding assets, and logo identities. Collaborated with developers on design handoff and implementation.

03/2008 – 10/2013
Kolkata, West Bengal

Web Designer, Vehement Technologies

- Optimized websites using SEO best practices and responsive design principles. Evaluated emerging web technologies and recommended solutions for projects.
- Led and mentored design team of 6 designers: conducted design reviews, hired 3 designers, fostered collaborative design culture, and shared design best practices.

EDUCATION

Bachelor of Arts, Vinoba Bhave University

CORE COMPETENCIES

- End-to-End Product Design • User Research & Feedback Analysis • Product Discovery • Information Architecture • Wireframing & Prototyping • High-Fidelity UI Design • Design Systems & Component Libraries • Interaction Design • Responsive Design • Mobile App Design (iOS, Android) • Usability Testing & Validation • Post-Launch Iteration & Analytics • Accessibility & WCAG Compliance • Design Quality Assurance • Design to Development Handoff

METHODOLOGIES & APPROACHES

- User-Centered Design • Design Thinking • Product Strategy • Agile Product Development • Cross-Functional Collaboration • Stakeholder Management & Alignment • Customer Journey Mapping • Workflow Analysis • Iterative Design & Feedback Loops • Metrics-Driven Design • AI-Assisted Design Workflows

CERTIFICATION

- Diploma in Graphic & Web Design

DESIGN TOOLS & TECHNOLOGIES

Figma (Design, Prototyping, Design Systems, AI-Assisted Design) • Adobe XD • Jira • Notion • Claude AI (Research & Documentation) • Figma AI (Design Ideation) • Cursor (Prototyping)

LEADERSHIP & COMMUNICATION

Design Leadership & Team Mentoring • Stakeholder Communication & Alignment • Design Rationale & Design Storytelling • Cross-Functional Team Collaboration • Critical Thinking & Problem Solving • Communication of Complex Design Decisions

DOMAIN EXPERTISE

Marketplace Platforms & Two-Sided Marketplaces • Healthcare Products • Fintech • SaaS Products • Point-of-Sale (POS) Systems • Consumer Mobile Applications • Web Applications • Vendor & Admin Dashboards • Loyalty & Engagement Features