

SOHAIL AKHTAR *Product Designer*

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Summary

Product Designer with 6+ years of experience designing marketplace, consumer, and SaaS products across mobile, web, and admin platforms. Experienced in leading end-to-end product design from discovery and user research to prototyping, design systems, launch, and continuous iteration. Passionate about solving customer problems through research, experimentation, and close collaboration with Product Managers and Engineers. Experienced in integrating AI-assisted workflows to accelerate research, ideation, and design execution.

Professional Experience

10/2023 – Present
San Diego, USA

TotemPole Inc, *Product Designer*

Lead end-to-end product design for a two-sided marketplace across mobile, web, and admin platforms serving customers, vendors, and service providers.

- Owned product discovery, user flows, wireframes, prototypes, and high-fidelity UI.
- Worked closely with Product Managers and Engineers to define product requirements and improve user experience.
- Conducted user research, competitor benchmarking, and usability testing to validate design decisions.
- Built reusable design system components to improve consistency across products.
- Iterated on launched features using analytics, stakeholder feedback, and customer insights.
- Used AI-assisted workflows to accelerate research synthesis, ideation, documentation, and prototyping.

11/2022 – 09/2023

TOURTECH, *UI | UX Designer*

- Delivered an end-to-end healthcare mobile application, improving patient management workflows by 40% through user-centered design and close collaboration with stakeholders.
- Reduced user drop-off by 40% by improving user journeys, simplifying key workflows, and continuously iterating on the user experience.
- Improved product usability, contributing to a 25% reduction in customer support tickets through research-driven design improvements.
- Increased client conversion by 25% by designing intuitive user experiences focused on customer needs and business goals.
- Designed a CRM system with real-time user feedback capabilities, collaborating with cross-functional teams to continuously improve workflow efficiency and product functionality.

06/2021 – 08/2022
California, United States

Swazei, *UI/UX Designer*

- Led the end-to-end UX/UI design of a point-of-sale (POS) system, optimizing user flows and improving operational efficiency by 20% using Figma.
- Designed a customer loyalty mobile application, increasing repeat users by 15% through improved user experience and continuous design iteration.
- Contributed innovative product ideas to enhance usability, simplify user experiences, and improve overall product quality.

- Collaborated closely with stakeholders throughout the product lifecycle, presenting design progress, gathering feedback, and iterating on solutions to align user needs with business objectives.

03/2017 – 04/2021
Saudi Arabia

e-medicare, UI/UX Designer

Designed healthcare management products focused on improving patient and administrator experiences.

- Simplified complex workflows.
- Improved accessibility and information architecture.
- Built reusable interface components.

12/2013 – 09/2017

UI Designer (Freelance)

- Designed responsive websites, e-commerce platforms, and mobile application interfaces for clients across multiple industries.
- Created user interface designs, branding assets, and logo identities that aligned with client requirements and business objectives.
- Collaborated closely with project managers and developers to deliver high-quality design solutions within project timelines.
- Produced production-ready visual designs, layouts, and interface assets while maintaining consistency across digital products.

03/2008 – 10/2013
Kolkata, West Bengal,
India

Vehement Technologies (P) Ltd., Web Designer

- Optimized websites using SEO best practices to improve visibility, performance, and overall user experience.
- Evaluated emerging web technologies and recommended solutions to enhance existing projects and support future product development.
- Collaborated within a fast-paced development environment to deliver high-quality digital products while meeting project timelines.
- Led and mentored a team of 6 designers, supporting hiring, design reviews, and knowledge sharing while fostering a collaborative design culture.

Featured Expertise

- Product Discovery
- Customer Experience
- Marketplace Design
- Consumer Mobile Apps
- Design Systems
- UX Research
- Cross-functional Collaboration
- Continuous Product Improvement

Core Skills

Product Design

- End-to-End Product Design
- Product Discovery
- User-Centered Design
- Product Thinking
- Interaction Design
- Post-Launch Iteration & Research

Collaboration

- Cross-functional Collaboration
- Stakeholder Management
- Agile Product Development
- Design Handoff

Research

- UX Research
- User Interviews
- User Journey Mapping
- Competitive Benchmarking
- Usability Testing

Domain

- Marketplace Platforms
- Consumer Products
- Mobile Applications
- Web Applications

Delivery

- Wireframing
- Prototyping
- Design Systems
- Accessibility
- Design QA

Tools

Design

- Figma
- Adobe XD
- Photoshop
- Illustrator

Collaboration

- Jira
- Notion
- Trello
- Google Workspace

AI

- ChatGPT
- Claude
- Cursor
- Figma AI
- Loveable
- Stitch

Front-End & Collaboration

- HTML5/CSS3
- Bootstrap & Elementor
- Design to dev hand-off and cross-functional collaboration
- Google Workspace

Soft Skills

- Critical Thinking & Problem-Solving
- Stakeholder Alignment & Leadership
- Storytelling & Communication
- Receptive to Feedback & Iteration

Education

Bachelor of Arts, Vinoba Bhave University

Certification

- Diploma in Graphic & Web Design