

Hadi Rafik Shaikh

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Summary

Senior UI/UX & Product Designer focused on scalable SaaS, web, and mobile products. Experienced in simplifying complex systems through research-driven design, design systems, and end-to-end product execution, with strong expertise in usability, information architecture, and cross-functional delivery in enterprise environments.

Experience

Specialist - Interactive, LTIMindtree, Pune

(Dec 2023 – Present)

- Translated desk research into actionable insights, uncovering previously ignored high-impact workflow issues and their root causes across releases
- Led think-aloud usability studies and iterative redesigns, improving task completion efficiency by 40% through validated user flows
- Drove competitive analysis and established success metrics (task time, error rate, usability score), aligning stakeholders, leads, and developers on measurable outcomes
- Partnered cross-functionally with developers and teams to ensure design feasibility, reducing handoff friction and avoiding rework
- Delivered a large-scale internal website rebranding within a 4-month timeline, covering 2,700+ low-traffic, high-volume pages
- Defined and executed a template-based categorization strategy for high-volume, low-footfall pages, enabling scalable and consistent design application
- Led a comprehensive brand system rollout, standardizing UI elements (colors, typography, spacing, border radii, CTAs) to align with the design system
- Built a component-level audit and tracking system (Excel), breaking pages into modular sections to streamline execution and reduce iteration cycles
- Ensured visual consistency and scalability by collaborating across design efforts and contributing to high-priority secondary redesigns
- Owned design validation and QA, delivering detailed bug reports and ensuring accuracy in UI behavior, layout, and CTA functionality

UI/UX Designer - Neutrinos, Bangalore

(Aug 2021 – Nov 2023)

- Led end-to-end UX for SaaS, web, and mobile products within multi-persona systems in BFSI and insurance, simplifying complex workflows for thousands of internal and external users
- Drove user research (qualitative and quantitative) to uncover behavioral insights, aligning product, engineering, and stakeholders on feasible, user-centered solutions
- Owned experimentation and validation through A/B testing, journey mapping, and competitive analysis; validated concepts pre-production, reducing iterative design cycles by ~60% via cross-functional co-creation
- Redesigned core mobile banking flows, reducing drop-offs from 43% → 15%, improving task completion to 88% (target 95%), cutting task time to 2m 45s, and lowering misclick rate to 19%

Graphic Designer - Esteem People, Pune

(Sept 2017 – Aug 2018)

- Delivered design assets for international-level sports merchandise with high consistency and direct client endorsement.

Graphic & UI/UX Designer - Align Arts Services, Pune

(Oct 2013 – Aug 2017)

- Built and scaled a reusable cross-platform design system, reducing new design effort by 70% and enabling faster, consistent product development
- Designed intuitive UX for web and SaaS products using design thinking and iterative prototyping; validated solutions with end users, business, and engineering teams to ensure usability and feasibility

Skills

Design: Sketch, Wireframing, Concept Design, Visual Design, Ideation, Design Documentation, Design for Accessibility, Information Architecture, Data Visualization, Design System Manager, Advance Prototyping, High Fidelity Mockups, Interaction Design, Agile UI/UX and Motion Graphics

Research: User Interviews, User Surveys, Competitive Analysis, User Observation, User Flows, Contextual Enquiry, Design Thinking Process, Usability Testing, Qualitative and Quantitative Research, A/B testing

Tools and Tech: Figma, Notion, Jira, Adobe Illustrator, Adobe After Effects, Adobe Photoshop, Low-Code/No-Code, Frontend Web Development

Education

Dr. Babasaheb Ambedkar Marathwada University

CGPA: 7.60

Bachelor of Computer Applications (BCA)

Certification(s)

Midas Multimedia

Advance Diploma in Web Designing and Development

Udemy

Design for Accessibility (WCAG 2.2)

Udemy

Design Thinking Masterclass