Masood Ali

Senior Product Designer · Lead-level scope

B2B SaaS | Enterprise | AI | 0→1

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01 / PROFILE

Profile

Senior Product Designer · Lead-level scope, with 7+ years of experience turning complex product problems into clear, scalable digital experiences across B2B SaaS, enterprise, AI, healthcare, HR tech and EdTech. Strong in end-to-end product design, product thinking, interaction design, information architecture, design systems and stakeholder collaboration. Comfortable owning ambiguous 0 to 1 problems and partnering with product and engineering from definition through production.

02 / CORE STRENGTHS

Core strengths

Product Strategy & Problem Framing · 0 to 1 Product Design · UX Research · Complex Workflows · B2B SaaS & Enterprise · AI Product Experiences · Information Architecture · User Flows · Wireframing · Interaction Design · Prototyping · Data-Dense Interfaces · Design Systems · Responsive UI · Accessibility · Design Reviews · Developer Handoff · Stakeholder Communication

03 / EXPERIENCE

Experience

ACIES LLP

Senior Product Designer | Feb 2026 - Aug 2026 | Goa, India

- Led UX/UI redesign of a BI platform from problem framing through final delivery.
- Defined information architecture, workflows and scalable design-system foundations.
- Partnered with product and engineering on complex requirements, edge cases and implementation.

Saletancy

Senior UI/UX Designer | Oct 2023 - Aug 2025 | Remote, India

- Led end-to-end product design for OWOW Talents across flows, prototypes, high-fidelity UI and handoff.
- Built and maintained a Figma design system with reusable components and interaction patterns.
- Designed AI-enabled product experiences and led the company website redesign.

Compile Crew

UI/UX Designer | May 2022 - Oct 2023 | Bangalore, India

- Owned UX/UI for responsive web and mobile products across flows, wireframes, prototypes and production UI.
- Collaborated with product and engineering to simplify workflows and improve reusable patterns.

Navajna Technologies

Associate UI/UX Designer | Sep 2021 - Apr 2022 | Hyderabad, India

- Designed user flows, wireframes and interactive prototypes for a digital fitness platform.
- Worked through responsive journeys and usability improvements with the product team.

03 / EXPERIENCE — CONTINUED

Experience — continued

K12 Techno Services
Product Designer | Mar 2020 - Sep 2021 | Bangalore, India

- Led UX for two EdTech products serving 100,000+ users.
- Owned information architecture, workflows, prototyping and UI design with product and engineering.

Sigmato Solutions
Product Designer | Sep 2019 - Mar 2020 | Bangalore, India

- Designed user flows, wireframes, prototypes and reusable UI patterns for responsive products.

04 / SELECTED PRODUCT WORK

Selected product work

AdminArm · Enterprise Data Validation
Owned UX/UI for complex financial validation workflows, dashboards, comparisons and product states.

Thymos Health · Healthcare
Designed patient onboarding, appointments and medical-record experiences with a scalable component system.

Vinyl Health · Healthcare
Research-led product design, high-fidelity UI and scalable product system work.

OWOW Talents · HR Tech
Led product design for global hiring, onboarding, payroll, compliance and workforce management workflows.

05 / FOUNDING DESIGNER + LEADERSHIP

Founding designer + leadership

Experienced working through ambiguity, shaping product direction, establishing design foundations and partnering directly with product and engineering. 3 years of product design teaching and mentoring with Designerrs Academy.

06 / AI + TOOLS

AI + tools

Figma, FigJam, Framer, Cursor, Lovable, Uizard, Builder.io, Adobe XD, Sketch, InVision, Adobe Creative Suite. AI-assisted research, ideation and rapid prototyping. Advanced Certification in UI/UX Design with Generative AI, IIIT Bangalore.

07 / EDUCATION + CERTIFICATIONS

Education + certifications

B.Com · Bangalore University, 2016 - 2019

IBM Enterprise Design Thinking Practitioner

Human-Computer Interaction · Interaction Design Foundation

Google Project Management Professional

Advanced Certification in UI/UX Design with Generative AI · IIIT Bangalore