Ahmed Raza

HEAD OF PRODUCT DESIGN | AI NATIVE DESIGNER

Senior product design leader with **10+ years** of experience designing AI-driven, SaaS, and mobile products. Experienced in UX research, interaction design, and scalable design systems, with a focus on building user-centered solutions through cross-functional collaboration.

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WORK EXPERIENCE

Co-Founder & Product Design Manager Teesta.travel   *Jan 2024 - PRESENT*

- Defined product vision and user experience for a creator-led travel platform.
- Led UX research, interviews, and product discovery for the mobile app.
- Designed an AI-enabled trip creation system improving engagement and personalization.
- Collaborated with developers to ensure a seamless mobile-first experience for travelers.

Product Design Lead (Consultant) Mariana AI   *Oct 2024 - Sep 2025*

- Designed the CARE App & clinician dashboard, improving clarity and decision-making for medical transcription, coding review, and evaluation workflows.
- Created scalable reviewer flows, task-state architecture, and UI patterns aligned with healthcare-adjacent SAAS requirements.
- Developed a design system with components and unified visuals across mobile & desktop.

Head of Product Design NFTICALLY   *Jan 2022 - Sep 2023*

- Managed and mentored a team of UX designers while setting design roadmaps and strategy.
- Led design of web and mobile applications for NFT trading and marketplace management.
- Conducted research and usability testing to guide product decisions and improve retention.
- Delivered high-fidelity prototypes, and design documentation aligned with engineering sprints.

Senior Product Designer TheHive.ai   *Aug 2019 - Dec 2021*

- Owned design for multiple data- labelling and AI annotation tools, ensuring usability at scale.
- Conducted user research and competitive analysis to refine workflows & improve adoption.
- Built reusable components and interaction patterns contributing to the internal design system.
- Led UX for global AI annotation tools used by millions of users.

UX Design Engineer BookMyForex (A MakeMyTrip Company)   *Aug 2016 - Jul 2019*

- Led UX research, prototyping, and testing for customer dashboards and web applications.
- Designed responsive interfaces with a mobile-first approach, boosting conversions and lead generation.
- Collaborated with stakeholders to enhance B2B and internal platforms through iterative UX improvements.

UI/UX & Interaction Designer Wegilant   *Aug 2015 - Jul 2016*

- Designed user flows and visual styles for app security dashboards.
- Developed brand and interface guidelines for iOS and Android apps.
- Produced marketing visuals and interactive assets for app launches.

EDUCATION

B.Tech - Computer Science & Engineering SMVDU, Katra

SKILL SUMMARY

UX Design
UI Design
Interaction Design
User Research
Usability Testing
Wireframing
Information Architecture
Prototyping
Visual Design
Design Systems
Product Strategy
Micro-interactions

CERTIFICATIONS

Human Computer Interaction (HCI)

Design Thinking: The Beginner's Guide

Interaction Design Foundation

TOOLS

Figma
Sketch
Figjam
Adobe XD
Zeplin
Miro
Balsamiq
Cursor
Claude AI

AWARDS

Design Hackathon Winner, conducted by Wegilant.