

SARDAR HASSAIN SHAIK

DESIGNATION

Senior Product Designer, 8 Years of Experience.

SUMMARY

Solving complex user problems through deep research and thoughtful design. I craft intuitive digital products that create meaningful user experiences and drive successful business outcomes. Strong in design craft, visual design, interaction design, and scalable design systems. I use AI to accelerate exploration and build smarter products while keeping user needs at the center.

EXPERIENCE

Senior Product Designer

Albertsons companies India | November 2025 - Current

- Led AI, e-commerce, and digital merchandising experiences across B2C and B2B platforms, designing intuitive workflows and scalable product solutions used across large-scale retail operations.
- Designed AI-powered creative tools for generating brand-compliant images, copy, and videos, helping streamline content production and reduce manual effort.
- Created intuitive workflows that improved content creation efficiency and supported faster campaign development.
- Contributed to design systems and reusable components across products, improving consistency and accelerating design and development cycles.
- Designed e-commerce and digital merchandising experiences supporting high-volume retail catalogs and customer journeys.
- Reduced third-party dependency, contributing to approximately **\$15M in cost savings** and improving platform scalability.

Senior Product Designer

Reliance Jio | July 2022 - November 2025

- Led end-to-end UX/UI design for web and mobile experiences across the Jio ecosystem, supporting **3+ major brands** and transforming complex user and business problems into intuitive digital products. Collaborated closely with product managers, engineers, and stakeholders to deliver scalable, user-centric solutions aligned with business goals.
- Designed **Split Payment Checkout**, streamlining multi-payment transactions across **2+ key purchase journeys** and improving checkout clarity.
- Contributed to the **Jio Global Design System**, creating reusable components and patterns adopted across **2+ experiences**, including **Help Center and Coupons**.
- Supported product experiences across **3 major platforms-JioMart Digital, Reliance Digital, and Ajo**, addressing diverse e-commerce and retail use cases.
- Created **20+ reusable components**, interaction patterns, and high-fidelity prototypes that improved design consistency and accelerated handoff to engineering.
- Partnered with **5+ cross-functional teams** to validate solutions through user flows, prototypes, and iterative feedback, reducing ambiguity across complex product requirements.

CONTACT

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SKILLS

- User Experience design
- User Interface Design
- Interaction Design
- Visual Design
- Prototyping
- Experience Design
- Product Design
- AI Design Tools
- Design Systems
- User Research
- User Testing
- Competitive Analysis
- Design Collaboration
- Design Workshops
- Design Prototyping
- AI-Driven Design
- User-centered design
- Lean Design Methodology
- Figma
- Indesign
- Adobe
- Miro
- Notion
- JIRA
- Cross Functional Coordination
- Agile
- HTML
- CSS
- Data Visualization

EDUCATION AND TRAINING

Pro Certified
UI/UX Design

- Helped establish scalable UX foundations supporting consistent experiences across **3 brands**, multiple platforms, and customer touchpoints.

Product Designer

Seniorly inc | October 2020 - June 2022

- Collaborated with cross-functional teams including Product, Engineering, Business, and QA to develop UI design solutions that aligned with business objectives and improved user experience.
- Led comprehensive UI overhaul of a complex platform, introducing modern, streamlined design that enhanced usability.
- Increased user satisfaction by 40% through effective design improvements.

Product UX Designer

Pazo Innovations | January 2020 - October 2020

- Collaborated with Product Manager to gather and prioritize user requirements, informing strategic project planning.
- Developed design guidelines and produced assets, ensuring consistent brand identity and product quality.
- Partnered with development teams to translate design concepts into functional implementations, enhancing user experience.

Junior UI UX Designer

Yappes Technologies | January 2019 - December 2019

- Redesigned user dashboards, enhancing user experience and interface usability.
- Implemented innovative interaction concepts, improving key performance metrics.
- Collaborated with cross-functional team to develop and deploy UI enhancements.

Intern

Exalca Technologies | Bangalore, India | November 2018 - December 2018

- Enhanced user experience through interface design improvements during internship.
- Collaborated with senior designers to create and optimize comprehensive design systems for a SaaS product.
- Contributed to software application development for client projects.
- Collaborated with team members to gather project requirements and specifications.
- Conducted research on emerging technologies to enhance product offerings.

PROJECTS

- Ajo - DMS, Engineered a robust Distribution Management System for the Ajo platform, significantly boosting operational efficiency and logistics performance. Executed thorough user and market research to inform and validate data-driven design strategies. Crafted detailed wireframes and high-fidelity prototypes for web, mobile, and tablet interfaces, optimizing cross-device user experience and interface consistency.
- JMD, Designed and developed a user-centric shopping interface for electronic products, optimizing the experience for both retailers and consumers. Enhanced usability and accessibility to drive higher engagement and seamless navigation across diverse user groups.
- Seniorly Living Care, Collaborated with Product Managers, Engineers, Business Analysts, and QA teams to develop UI design strategies aligned with business objectives and user requirements. Reviewed design deliverables and guided the design team on implementing design system standards for creating detailed, consistent UI components. Spearheaded a comprehensive UI overhaul that boosted user satisfaction by 40%. Contributed to the development and

Design Boat UI/UX School, Bangalore , India

Secondary Education

NRI Academy , Vijayawada, Andhra Pradesh

GPA: Marks - 75%

High School Administration

Ravindra Bharati Public School, Vijayawada, Andhra Pradesh

GPA: Marks - 80%

CERTIFICATIONS

- PRO UI/UX Designer, Design Boat UI/UX School
- Design Led Strategy, University of Sydney
- Foundations of UX Design, Google

HOBBIES

- Motorsport
- Fitness
- Travelling

LANGUAGES

- English
- Telugu
- Hindi
- Kannada
- Tamil



standardization of a design system to ensure UI consistency across multiple projects.

AWARDS & HONORS

- Employee of the Year, Reliance Jio, Received the Employee of the Year Award at Reliance Jio for solving a critical user problem for retail customers, resulting in an annual business impact of ₹400 crore.
- Hackathon Winner 2026, Albertsons Companies India, Designed and developed an AI-driven employee onboarding experience for Albertsons Companies, enabling a seamless onboarding journey across all regions.

ACTIVITIES

- Entrepreneurship: Worked with Mikilium, a friend's wellness startup, as an entrepreneur, gaining hands-on experience in understanding user problems at the ground level, validating solutions, and learning how products translate into business value and revenue.
- UI/UX Mentor: Part-time UI/UX mentor, guiding students through practical design projects, portfolio development, design thinking, and industry-ready skills through structured skill-development sessions.