

Shadman Ahmed

Product Design Leader • Driving Business Through Design • 0 → 1 & Scale

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Professional Summary

Design leader with **12+ years of experience** shaping product strategy, building teams, and driving measurable business outcomes across consumer platforms.

Known for operating at the intersection of **product, business, and design**, not just improving UX but defining what should be built, why it matters, and how it drives growth.

Led 0 → 1 product initiatives, scaled design systems, and influenced multi-million user ecosystems across PayPal, CashKaro, and high-growth startups.

Core Strengths

- Product Strategy & 0 → 1 Thinking
- Growth, Conversion & Experimentation
- User Research & Insight Translation
- Design Leadership & Team Building
- Cross-functional Leadership
- Design Systems & Scalable Experiences

Leadership Impact

- Built and scaled design teams from **0 → 5+ members**, establishing hiring, processes, and quality benchmarks.
- Defined and executed product strategies contributing to **40%+ revenue growth** and **60%+ cost efficiency improvements**.
- Led design across **multi-product ecosystems serving 100M+ users**.
- Influenced business-critical decisions across **product, growth, and brand**.
- Established UX as a **revenue and retention driver**, not just a support function.

Experience

Head of UX

PivotRoots | Jan 2025—Mar 2026 | 1yr 4m

Own UX strategy across multiple client ecosystems, positioning design as a business growth lever rather than a delivery function.

- Led UX strategy across high-value client accounts, directly influencing **deal closures, retention, and upsell opportunities**.
- Positioned UX as a core differentiator in business pitches, contributing to **new revenue generation**.
- Defined end-to-end experience frameworks across campaigns, platforms, and digital ecosystems.
- Partnered with leadership and clients to translate ambiguous business problems into **scalable product and experience strategies**.
- Shifted team focus from execution to **outcome-driven design aligned with KPIs like conversion, engagement, and revenue**.

Head of Design

Turno | Jul 2023—Mar 2024 | 9m

Owned product and design strategy during a critical growth phase, aligning product direction with business expansion.

- Led product and design strategy contributing to valuation growth to ₹587 crore ahead of funding
- Introduced experimentation culture, using A/B testing to validate product bets and improve adoption by 20%+
- Defined and shipped key product initiatives (Drive Score, Rewards, Support systems) improving:
 - **CSAT by 40%**
 - **User retention by 30%**
- Reframed product experience using data and experimentation, reducing **CAC by 60%+**
- Integrated new business verticals into a unified product ecosystem, improving trust and scalability

Director of UX

CashKaro | Jan 2022—Jun 2023 | 1yr 6m

Led UX across multiple business verticals, focusing on **0→1 product innovation and scale**.

Experience

- Defined UX strategy across **9+ business verticals**, driving product adoption and revenue growth.
- Built and led a lean design team, **establishing processes, collaboration frameworks, and design standards.**
- Increased product adoption by **60%** through redesign of core user journeys.
- Improved onboarding conversion by **30%**, simplifying entry barriers for new users.
- Mentored product managers and cross-functional teams, improving **decision-making quality and execution speed.**
- Led 30+ complex UX initiatives, balancing **speed, scale, and business priorities.**

Senior UX Designer

PayPal | Nov 2018—Mar 2021 | 2yrs 5m

Played a key role in shaping PayPal's India strategy in a highly competitive payments landscape.

- Spearheaded UPI integration strategy to compete with Google Pay and PhonePe
- Led India-focused product initiatives, aligning global product with **local user needs and behaviours**
- Conducted extensive user research to uncover **market-specific insights**, influencing product roadmap.
- Collaborated across global teams to ensure **consistency, scalability, and execution across markets.**
- Contributed to defining PayPal's position in India during a critical growth phase.

[View all 7 experiences →](#)

Portfolio

shadmanahmed.com →

Contact

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