

Syed Mubarak

AI-Native Product Designer

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SUMMARY

Product designer with 10+ years of experience spanning visual identity, design systems, and AI-native product design. I lead end-to-end design—from UX research and user flows to prototyping and testing—and connect business goals with seamless product experiences. Skilled at building and evolving brands, mentoring creative teams, and collaborating with engineers, product managers, and stakeholders to ship high-quality work.

CORE SKILLS

UX Design • UI Design • Product Design • Design Systems • Visual Identity & Branding • UX Research • User Flows • Prototyping & Usability Testing • Design Strategy • Team Leadership & Mentoring • Figma • AI-Native Design

EXPERIENCE

Product Design Consultant | Livetwin

Nov 2025 – Present

- Lead product and UX design for an AI-powered SaaS platform that creates real-time digital twins for enterprise operations.
- Translate complex workflows into clear, intuitive experiences and build scalable design systems and UI component libraries for consistency across the platform.
- Drive end-to-end design strategy that connects business goals with user experience, enabling seamless product journeys.
- Collaborate with AI engineers, product managers, and stakeholders to align technical capabilities with user needs.

Product Design Consultant | Lifesight

Aug 2025 – Nov 2025

- Led product design across complex, data-heavy platforms, simplifying user journeys and solving UX challenges.
- Designed data-visualization dashboards that help users interpret insights and make informed decisions.
- Developed cohesive brand and product design systems for consistency across multiple touchpoints.
- Partnered with engineering, product, and marketing to align design strategy with business goals, using AI workflows to accelerate delivery.

Design Consultant | ClickPost

Feb 2025 – Jul 2025

- Delivered product and UX design for logistics and shipping technology.

Design Consultant | Beckn Protocol

Sep 2024 – Nov 2024

- Maintained a UI component library and converted user journeys into wireframes and mockups across multiple projects.
- Developed a unified design framework incorporating societal-thinking and DPI (Digital Public Infrastructure) principles across all interfaces.
- Designed workflows for products built in collaboration with ecosystem partners.

Design Manager | Lifesight

Mar 2024 – Aug 2024

Lead Visual Designer (May 2023 – Mar 2024) • Senior Visual Designer (May 2021 – Jul 2023)

- Led product design—UX research, user flows, user testing, and iteration—for the Unified Marketing Measurement platform.
- Created visual identities for DTC Drive and Moda, and led website and social rebranding for Lifesight and Factori.
- Hired, trained, and mentored the creative team while owning the output and quality of all creative work.
- Built and evolved brand style guidelines, and produced digital ads, office murals, and marketing collateral.

Senior Visual Designer | WorkIndia

Aug 2019 – May 2021

- Owned WorkIndia branding and led design for all marketing collateral, ad campaigns, and social media.

- Led UI updates for the WorkIndia app and the WorkIndia for Recruiters app.
- Designed ad campaigns for Taboola, Hotstar, InMobi, Facebook, and Google (static, GIF, and animated YouTube video ads).

Visual Designer | Inbloom.ai

Aug 2018 – Jul 2019

- Led the visual identity for an eCommerce platform built for the Canadian market, working alongside fellow designers and developers.

Graphic Designer | Mercedes-Benz Research & Development India

Oct 2017 – Jul 2018

- Led design of marketing and event collateral for the "Digital Transformation Event" at MBRDI.
- Designed the internal social community website, presentations, and brochures.

Graphic Designer | Ad2pro (2adpro Media Solutions)

Aug 2016 – Aug 2017

- Designed award-quality print ads for international clients including Mitsubishi, Toyota, and Fairfax News Media (New Zealand & Australia).

Junior Graphic Designer | CMRS Group

Nov 2014 – May 2016

- Created brand communication materials, microsites, online visual experiences, and illustrations while maintaining quality standards across projects.

EDUCATION

Professional Diploma in UX Design | UX Design Institute, Dublin

Jul 2024 – Jan 2025

UI/UX, Design & Visual Communications | DesignBoat UI/UX School

Aug 2020 – Jan 2021

AAIP – Digital Communication & Multimedia | Arena Animation

2013 – 2015

ACHIEVEMENTS

- Winner, Visual Effects — Arena Animation Creative Minds (matte painting), 2015.
- Created and launched a 3D avatar library on Product Hunt (700+ downloads on Gumroad & Figma).
- Built an A–Z logo library of 125+ logos (100+ downloads on Gumroad & Figma).
- Iconscout contributor — publishing unique illustrations.