

Shadman Ahmed

UX Design Leader • 12+ Years • 0-1 Product Design Expert

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Professional Summary

Experienced UX design leader with a proven track record of building 0-1 products that drive growth through high-quality user experiences. Skilled in deep research, collaborating with product teams to solve user needs, and leading the design of consumer products across various sizes. Passionate about personal growth and contributing to team success, with the confidence to take on senior UX roles.

Areas of Expertise

- User Experience Design
- Design Strategy & Planning
- User-Centered Design
- Design Language System
- 0-1 Product Development
- Product Growth Strategy
- Product & Design Thinking
- Product & Design Metrics
- UX Research & Insights
- Usability Testing
- People Management
- Agile & Lean Methodologies

Career Highlights

Design: Building and shipping 0-1 consumer products for over 12 years.

Growth: Increased revenue by 40% through product innovation | Reduced operational costs by 60% through UX enhancements. | Increased 30% growth in customer acquisition.

Product Innovation: Successfully created and launched 4-5 groundbreaking consumer products contributing to 60% of GMV at the company.

Team & Process: Structured teams, mentored multi-level designers. Established design processes and implemented innovative performance management criteria.

Founder: Founded and led a design agency that managed a team of 8, served 50+ clients, and achieved a 6-figure revenue.

Experience

Head of Design

Turno | Jul 2023—Mar 2024 | 9m

I handled crucial responsibilities like formulation of product strategy, mapping out product & design roadmaps and develop user-centric solutions.

- I led a brand overhaul at Turno, integrating two new verticals to boost valuation to ₹587 crore and build trust ahead of a funding round.
- Designed and executed A/B tests to validate product hypotheses, driving a 20% increase in feature adoption and enhancing overall user experience.
- Designed & shipped new app features like Drive Score, Customer Support, and Rewards & Referral Program, boosting CSAT by 40% and increasing user retention by 30% to improve battery maintenance for better buyback value.
- Improved Customer Experience and Engagement for Turno's websites and app through product analytics and A/B testing. Used product analytics, experimentation, and A/B testing to reduce CAC by over 60% each quarter.

Director of UX

CashKaro | Jan 2022—Jun 2023 | 1yr 6m

I played a pivotal role in shaping and advancing the user experience across various new business initiatives.

- Revamped UX designs and built 0-1 products for 9 business verticals at CashKaro, increasing revenue by 15.28%.
- Increased product adoption by 60% through a redesigned raising ticket experience.
- Increased signup-install ration by 30% following a redesign that simplified onboarding.
- Built and led a lean design team from 0 to 5 members.
- Successfully trained and mentored product managers in industry-leading tools like Miro, Confluence, Jira, Trello, Notion, and more. Enhanced their performance by 25% through tailored training programs focused on product management and collaboration.
- Led the design of 30+ complex UX/UI projects.

Senior UX Designer

PayPal | Nov 2018—Mar 2021 | 2yrs 5m

My role was to elevate PayPal to a leading position in the dynamic landscape of payments in India.

- I spearheaded the integration of UPI (Unified Payments Interface) to directly compete with established market leaders such as Google Pay, and PhonePe.

Experience

Senior UX Designer

PayPal | Nov 2018—Mar 2021 | 2yrs 5m

- I single-handedly led all India-related projects, employing my design expertise to carve out a distinctive space for PayPal.
- I lead the research and design for 'India Domestic' and 'Hyper-Growth Markets' discovery teams.
- Collaborated closely with product and engineering teams to develop and implement core features for our consumer products. Played a key role in shaping the global product roadmap and ensuring consistency across our product offerings.
- Conducted over 10 studies (ranging from design sprints, usability testing, user research, contextual research & discovery) identifying user behaviour for global products.

[View all 7 experiences →](#)

Portfolio

shadmanahmed.com →

Contact

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