# MD.ISHAAQ AHAMED

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## Professional Summary

Crafting intuitive and scalable digital experiences through UX strategy, UI design, design systems, and user research. Passionate about building seamless, accessible, and data-driven interfaces that enhance usability, engagement, and business growth. Dedicated to creating visually compelling and user-friendly designs that bridge functionality with aesthetics.

## Work Experience

**Senior product designer** | codinglimits                                    Feb - present, 2025

Crafting seamless digital experiences by leading UX strategy, optimizing design systems, and enhancing user engagement through research-driven decisions.

- Designed and launched a**SaaS platform from the ground up,**leading the entire product design lifecycle from ideation to execution. Defined user flows, wireframes, and high-fidelity UI, ensuring a seamless and engaging experience. Focused on usability, scalability, and accessibility, aligning design decisions with business goals and user needs.

- **Led UX strategy, design systems, and scalable UI architecture**,ensuring consistency, efficiency, and seamless collaboration between design and development.

- **Designed and optimized high-converting B2C websites**,enhancing user experience, reducing friction, and improving engagement through data-driven decisions.

**Product design consultant** | KampKode                                    May - Jan, 2025

From branding to execution, every design decision shapes how users engage with KampKode. Explore how strategy, visuals, and user experience come together to create a seamless journey.

- **Spearheaded the branding and design** from ideation to execution, transforming KampKode from a concept into a fully functional product.

- **Designed intuitive digital ecosystem** for students, seamlessly integrating Campus Recruitment Training (CRT), internships, real-world projects, and job preparation resources—empowering them to transition smoothly from learning to employment.

- Crafted a cohesive **visual identity, ensuring brand consistency**across web, mobile, and marketing channels while leading UI/UX strategy to enhance usability, accessibility, and engagement. Integrated interactive elements like roadmaps, quizzes, and skill assessments to create a dynamic and immersive learning experience.

**Product designer/Project Engineer-III** | Oges solutions                                    Jan - May, 2024

As the first designer at OGES Solutions, I transformed the company's approach to design. By introducing a dedicated design system, I significantly improved workflow efficiency, **saving over 90,000 developer hours** and ensuring consistent UI across all products. Previously, design tasks were handled by developers, which led to longer timelines and reduced productivity.

- Successfully led and delivered over 10 end-to-end web and app design **projects across B2B, B2C, and SaaS** domains, from concept to implementation, ensuring user-friendly, high-quality outcomes that are used globally.

- Conducted hundreds of **interviews with stakeholders** and users to gather requirements and reviews, ensuring the product addressed user needs and solved their problems in a user-centric way.

- Partnered with the development team to streamline the design-to-development process, improving project delivery times and efficiency.

- My **projects were sold globally** through a partnership with **SAS**, enabling OGES to scale internationally with innovative SaaS solutions.

- Designed systems in diverse industries, including AI-based reservoir modeling, vehicle management and Knowledge Acquisition system. Contributed to major global projects like SWIFT, Flight Booking System, and LMS, now utilized in 3 to 4 countries.

**Web Designer [Internship]** | Oges solutions                                    May - Dec, 2023

I worked on various projects, including one focused on Human Resource Management (HRM). I significantly improved the user experience by streamlining candidate search and comparison. I enhanced the pipeline for recruiters and business development managers, boosting productivity by 70 percentage and reducing candidate management time. Additionally, I implemented advanced customization options for job postings and filters, resulting in a 60 percentage faster hiring process.

# Education

**Rajiv Gandhi University of Knowledge and Technology (IIIT)**  <span style="float:right">Kadapa, India</span>
*Bachelors of Technology in Electronics and communication Engineering*  <span style="float:right">June 2019 - May 2023</span>

- GPA: 7.9

# Skills

- Designing/UI/UX: Figma, Adobe Photoshop, Adobe XD, Mobile lightroom, Canva, Wireframing,UI Prototyping, Typography, User research, User Experience Designing, Logo Designing,Interaction Design, Visual Design, User flow, Graphic Design, User Interface Design

- Libraries/Frameworks: HTML, CSS, Javascript, MySQL, Bootstrap

- Tools/Platforms: Windows, Unix, Ubuntu, Linux, MS Office, Git, Github, VS code

# Projects

**Human resource management** | Link  <span style="float:right">UI/UX Design</span>

- **Improved user experience**, enabling recruiters to find and compare candidates more easily and effectively.

- Enhanced pipeline for recruiters and business development managers, increasing **productivity by 70 percentage** and reducing time spent on candidate management.

- Enhanced customization options for recruiters, allowing them to tailor job postings and candidate filters, resulting in a **60 percentage faster hiring process**.

# Certifications

- Google UX Design- **Google**

# Languages, Skills and Interests

- Languages: English, Telugu, Hindi

- Soft skills: Quick Learning, Time Management, Communication, Teamwork

- Interests: Data-driven projects, Web development, Continuous learning