Adam Munir

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Summary

Senior Product Designer with 9+ years leading complex, data-heavy platforms spanning IoT, agriculture, irrigation, streaming media, fintech, and enterprise SaaS. Specialized in building scalable UX systems for software–hardware ecosystems, real-time dashboards, and growth platforms that drive measurable adoption and operational efficiency.

Skills

Product Design: Enterprise SaaS & platform UX, design systems, information architecture, UX strategy & roadmapping, complex workflow design, usability research, data visualization & dashboard UX, IoT & connected-device experiences.
Design: Figma, Sketch, ProtoPie, CreateWithPlay, Affinity, Adobe Creative Suit, Blender, Rive, Spline, Jitter.
Development: HTML, CSS, JS/TS, Python, Next.js based frameworks, GitHub.
Analytics: Mixpanel, Sprig, Kochava, UserTesting, PostHog, DataDog, Google Analytics.

Experience

Senior Product Designer, The Toro Company – Riverside, CA   Apr 2022 – Present
- Led UX for multiple enterprise and consumer platforms across irrigation, golf management, agriculture tooling, and connected smart-home systems supporting 5,000+ daily active professional users and around 400k homeowners.
- Redesigned device onboarding and controller setup flows, increasing successful activation from 64% → 87% (+36%) and reducing first-time setup time by 41%.
- Designed cross-platform mobile tools that improved technician task completion rates by 29% in field validation studies.
- Established modular product design systems adopted across 8 product teams, decreasing design-to-dev delivery cycles by 32% and reducing engineering rework by 27%.
- Drove early-stage prototyping and AI-assisted R&D workflows that accelerated research synthesis and iteration loops by 45%, increasing weekly validated concept throughput by 2.5x.
- Partnered directly with engineering and product leadership to ship data-heavy interfaces that achieved 95%+ usability success rates across operational usability testing.

Senior UI/UX Designer, Vision247 – London, United Kingdom   Oct 2020 – Apr 2022
- Led end-to-end product design for OneHubTV, an OTT streaming service delivering live TV and on-demand content to an international audience across web, mobile, and TV apps.
- Redesigned onboarding and subscription purchase flows, reducing checkout drop-off by 28% and increasing trial-to-paid conversion by 21%.
- Overhauled home, browse, and content discovery experiences, driving a 32% increase in session starts and an estimated 18% lift in average watch time per user.
- Simplified multi-device sign-in and account management, cutting related support tickets by 24% and improving self-serve task completion in usability testing from 63% → 89%.
- Created a reusable design system for OneHubTV that reduced UI design and implementation time for new features by 30% across web and mobile teams.

Lead Product Designer, HyperJar – London, United Kingdom   Nov 2019 – Sept 2020
- Led consumer fintech UX across budgeting, savings automation, and spending controls serving 150,000+ active customers.
- Redesigned transaction categorization flows, improving budgeting engagement rates by 21% and savings activation by 17%.
- Reduced friction across account setup funnel, increasing verified account completion by 19%.

Product Designer, FSCOCEANS – London, United Kingdom   Jan 2019 – Nov 2019
- Designed and shipped an internal real-time freight pricing and sales operations platform integrated with the

Salesforce API, used by commercial sales teams across multi-region offices.
- Built a unified quoting engine and pricing calculator that eliminated multi-step manual price lookups, cutting average quote turnaround time by 52% and supporting faster on-site sales proposals.
- Delivered a universal sales performance dashboard that replaced fragmented reporting tools, improving pipeline visibility and cross-office transparency for leadership and operations teams.
- Simplified complex logistics workflows into task-focused interfaces, improving sales workflow task completion rates by 34% in usability testing and reducing onboarding/training requirements by 28%.
- Led end-to-end product discovery, wireframing, UX/UI design, API data modeling, and front-end implementation collaboration for the platform MVP.

Product Designer, Geoff Banks – Ascot, United Kingdom   Dec 2016 – Sept 2017
- Led end-to-end redesign and rebuild of the racecourse website and mobile experience, improving ticket purchase conversion by ~28% and reducing bounce rate by ~22%.
- Designed and implemented responsive UI across web and mobile platforms used by 10k+ monthly visitors during peak racing season.
- Automated racing odds ingestion and data-entry workflows via web scraping and pipeline tooling, cutting manual update time by ~80% and improving on-site content accuracy.
- Planned and executed paid social campaigns (Facebook, Twitter) that increased online ticket sales by ~35% year-over-year and doubled average post engagement rates.
- Created all digital marketing collateral, signage layouts, print materials, and social video content—establishing brand consistency across online and physical touchpoints.
- Maintained production HTML/CSS codebase and executed rapid on-site updates for live events, promotions, and schedule changes, reducing content deployment time from days to same-day turnaround.
- Partnered directly with operations, marketing, and venue management to define product priorities, launch campaigns tied to event calendars, and continuously optimize attendee conversion funnels.

Education

University of Plymouth – BSc in Economics   2016
Westcliff University – MBA in Business Administration and Information Technology   2020