



# Syed Mohammed Layeeqh

## Senior Product Designer

+91-9941191613

layeeqh06@gmail.com

www.syedlayeeqh.com

### ABOUT

A design professional blending creativity with strategic thinking, I bring 7.5+ years of experience in user experience and product design across web and mobile platforms. My expertise spans research, wire-framing, prototyping, and user testing, ensuring each product is both functional and delightful.

Throughout my career, I've led end-to-end design on numerous projects, taking them from concept to launch with a focus on user-centred solutions.

What excites me most is seeing real users engage with my designs and using that feedback to drive continuous improvement.

### SKILLS

#### Product Design

Responsive Web Design

Mobile Design (iOS, Android)

User Experience Design

Interaction Design

#### Research

Q & Q Analysis

Competitor Analysis

Personas & Scenarios

Usability Testing

#### Design

Information Architecture

User Flows

Wireframing

Rapid Prototyping

UI Design

Brand Identity

#### Design Tools

Figma

Adobe XD

Adobe Photoshop

Adobe Illustrator

Procreate

Sketch

### EDUCATION

2017	GRAD	B.Tech	Jul 2013 - May 2017
		Electronics & Instrumentation Engineering	
		B.S Abdur Rahman Crescent University	
		CGPA - 7.6	

### INTRESTS

Sketching | Cricket | PC Games | Movies & series

Decorating spaces | Travelling | Music

### EXPERIENCE

#### APR 2021 - Present

##### Senior Product Designer

Experience.com

- Led the end-to-end design and launch of the B2C platform, Experience.com, scaling the user base to 15 million with 50,000 new monthly sign-ups. Strategically integrated gamification to boost user engagement, driving a 30% revenue increase and a 22% conversion rate to pro users while aligning design with new business goals.
- Redesigned and launched the B2B Experience Management Platform, elevating key products including Listing, Web Analytics, Referrals, Survey Taker, Review Widget, and Social Connection. Leveraged user feedback and Mouseflow data to significantly improve task completion and overall user experience, receiving positive client feedback on the new design.
- Led the full design lifecycle from concept to launch, crafting user-focused solutions for both web and mobile that directly supported business goals and boosted revenue.
- Collaborated closely with Product Management, Engineering, SEO specialists, and Chief Officers to design impactful, metrics-driven solutions and drive measurable results.

#### JAN 2019 - APR 2021

##### UI/UX Designer

CES IT Service Ltd

- Conceptualized and designed responsive web applications, dashboards, and mobile apps across diverse domains including healthcare, eCommerce, education, and oil & gas.
- Conducted user research, including user interviews, and created information architecture, user flows, storyboards, and site maps to communicate design concepts. Managed the end-to-end design process to deliver high-quality solutions on time.

#### MAY 2018 - DEC 2018

##### Graphic Designer

ReDIM Information System

- Created responsive UI designs for Online Casino Games, including Live Andar Bahar, Roulette, Dragon Tiger, Baccarat, and more.
- Developed a new brand identity for Super Spade Games, including print and web collateral, graphical standards for marketing, and various promotional materials. Designed monthly newsletters, brochures, booklets, and outdoor advertising campaigns.