

NAVED AHMED

Product Designer

+91 9399043379

Naveduxdesign@gmail.com

LinkedIn: [linkedin.com/in/naved-ahmed1/](https://www.linkedin.com/in/naved-ahmed1/)

Portfolio: navedahmed.framer.website

SUMMARY

Product Designer with 3+ years of experience designing B2B SaaS, enterprise platforms, consumer products, and data-intensive workflows. Experienced in end-to-end product design, design systems, AI-assisted design workflows, and cross-functional collaboration. Proven track record of improving product usability, accelerating delivery cycles, and translating complex business requirements into scalable user experiences.

EXPERIENCE

Smart Energy Water (B2B SaaS)

Sep 2025 – Present

Product Designer

Noida, India

- Led UX design from scratch for new Smart CX extensions across Business Insights (enterprise persona) and BX (SMB persona) defining information structure, dashboards, and admin workflows for demand response, anomaly tracking, and operational monitoring, tailored separately for data-center-scale clients and small businesses.
- Worked on the next-generation evolution of Smart CX (flagship product) by redesigning the usage and consumption experience, exploring fresher interaction patterns, accessibility improvements, and tighter integration with SEW's Smart CX design system to make complex utility data easier to understand for mass-market users.
- Worked directly on client-facing initiatives including utility projects such as Southwest Gas, translating business requirements into scalable product experiences while ensuring alignment with implementation and deployment requirements.
- Created and evolved data-intensive dashboard experiences for anomaly detection, demand response management, operational monitoring, and customer engagement workflows.
- Contributed to design system adoption and enhancement by building reusable patterns, scalable components, and consistent interaction models across multiple enterprise products.
- Partnered closely with developers throughout implementation, conducting design QA and ensuring design quality from concept through production deployment.

Zapplogics Solutions

April 2024 – Sep 2025

Product Designer

Pune, India

- Optimized design workflows by implementing structured UX/UI processes, communication frameworks, and SOPs, leading to 1.5x faster project delivery and a 30% reduction in project timelines.
- Led UX/UI team expansion, overseeing recruitment, skill assessments, and mentorship for 15+ designers interns, ensuring seamless onboarding and alignment with design best practices.
- Established AI-assisted design workflows using Claude, ChatGPT, and Figma AI to accelerate UX audits, ideation, content generation, design reviews, and iteration cycles.
- Redesigned the gaming website UX, increasing user engagement and conversion rates by 20%, leading to an 18% boost in client queries in 3 months.

Elev8 digital

Feb 2023 – March 2024

UX/UI Designer

Remote

- Designed, refined, and tested prototypes for a stock trading platform (onboarding, dashboard, trade analysis, payment gateway) to align with the project vision, while implementing improved data visualizations and a UI library.
- Redesigned a local e-commerce app UX, launching product awareness campaigns that increased vendor onboarding by 30% in 3 months, expanding product diversity and user engagement.
- Gained expertise in responsive design principles by adapting layouts and designs for cross-platform usability, ensuring seamless experiences on both desktop and mobile.

SKILLS

Tools & Software: Figma, FigJam, Framer, Miro, Notion, Jira, Confluence, Lottie, Rive

Product Design Product Discovery, User Research, Information Architecture, User Flows, Wireframing, Prototyping, Interaction Design, Usability Testing, Design Systems, Design QA, Accessibility (WCAG)

Enterprise SaaS Dashboard Design, Data Visualization, Multi-Persona Experiences, B2B SaaS, Admin Platforms, Enterprise Workflows, Product Strategy Collaboration

AI-Assisted Design Claude, ChatGPT, Figma AI, AI-Assisted UX Workflows, UX Auditing, Content Generation, Rapid Prototyping

EDUCATION

MBA in Marketing | Guru Ghasidas Vishwavidyalaya

July 2018 – June 2020

Bachelors in Electronics | Guru Ghasidas Vishwavidyalaya

July 2016 – May 2018

Certifications

Roadmap to a UX Design Career | LearnUIUX.in

Google UX Design Certificate | Coursera