

Tejas Shah

Product Designer | UI/UX Consultant | Design System Specialist

■ Nagpur, Maharashtra, India

■ Portfolio: <https://rb.gy/t8xufh> | Behance: <https://behance.net/tejasshah2>

Profile Summary

Award-winning Product Designer & UI/UX Consultant with over 5 years of experience designing high-impact digital products across SaaS, Fintech, HealthTech, and AI platforms. Currently leading design at Zoftware (Dubai), where my work helped the product earn 2nd place at the AISUMMIT 2025, recognized by the Ministry of Dubai. I specialize in transforming complex workflows into intuitive, conversion-driven designs and providing hands-on consulting and troubleshooting support for product optimization.

Core Skills

- UI/UX Design (Web & Mobile Apps, Dashboards, Admin Panels)
- Product Strategy & Consulting (UX Audits, Conversion Optimization, Growth UX)
- Wireframing & Prototyping: Whimsical, FigJam, Figma
- Design Systems: Scalable Libraries (Tailwind, React, Next.js)
- Troubleshooting & UX Debugging: Google Analytics, Microsoft Clarity, Hotjar, JIRA
- User Research & Usability Testing (Heatmaps, A/B testing, user recordings)
- Cross-functional Collaboration with Dev, Product, and Marketing Teams
- Visual Design & Branding (Adobe XD, Illustrator, Photoshop, InDesign, Premiere Pro)

Experience

Product Designer / Product Manager (Founding Member)

Zoftware — Dubai | Dec 2023 – Present

- Led design direction for an AI-driven SaaS platform, contributing to its recognition as #2 Best AI Product at AISUMMIT 2025.
- Delivered end-to-end product design — from IA and user flows in Whimsical, FigJam, and Figma to high-fidelity UI and dev handoff.
- Conducted UX debugging via Clarity, GA, and Hotjar; created JIRA tickets to implement friction fixes.
- Collaborated closely with founders and engineers to scale the product design system.
- Enhanced user journeys, resulting in increased adoption and engagement metrics.

UI/UX Designer

Flooid — Bangalore, India | Oct 2021 – Present

- Designed fintech products like Markets MOJO & Centrum, serving as project owner for multiple SaaS dashboards.

- Collaborated with global clients including Microsoft, Swiggy, PineLabs, Nuvama, Edelweiss, CtrlS, and Netmeds.
- Managed product QA, conducted UX research, and improved user task completion rates.
- Volunteered in branding, marketing, and social content to maintain visual consistency.

Graphic & UI/UX Designer

Essfinder — Lüneburg, Germany | Jun 2020 – Sept 2021

- Sole designer handling product UI/UX, branding, and marketing design for Essfinder, Seibby, and Digital Food Solutions.
- Designed responsive UI for a food delivery platform and multi-service provider app.
- Improved product usability through iterative testing and user feedback analysis.

Graphic & UI/UX Designer

Shahismjargons — Nagpur, India | May 2019 – Jun 2020

- Designed branding, packaging, and UI/UX for 30+ clients across India and abroad.
- Collaborated directly with stakeholders to translate brand goals into cohesive visual systems.

Graphic Design Intern

Ambivert — Nagpur, India | Jan 2019 – Apr 2019

- Created social media, branding, and logo designs for clients like Tauby's Bakery, IVF Hospital Vedansha, and ICAD.

Achievements

- #2 Best AI Product — UAE AISUMMIT 2025, awarded by the Ministry of Dubai.
- Recognized by G2's Founder for product design excellence.
- Improved surgical decision-making by 62% through a Mixed Reality healthcare project.
- Increased revenue growth and product engagement across multiple SaaS clients.

Softwares & Tools

- Design: Figma, FigJam, Whimsical, Adobe XD, Illustrator, Photoshop, InDesign, Premiere Pro, CorelDraw
- Research & Testing: Hotjar, Microsoft Clarity, Google Analytics
- Management: JIRA, Trello, Asana
- Other: AR/VR, Unity (for MR projects), Notion