

Tejas Shah

Head of Product Design · UI/UX Consultant · Design System Specialist

hello@thetejasshah.com | thetejasshah.com | linkedin.com/in/tejas-shah-7422b9162 | Nagpur, India · Open to Remote

PROFILE

Award-winning Head of Product Design with 6+ years building high-impact digital products across SaaS, Fintech, HealthTech, and AI platforms. Currently leading design at Zoftware (Dubai), First Runner-Up, Best AI Product at AI Summit UAE 2025, recognised by the Ministry of Dubai. Praised by the Founder of G2. Top Rated on Upwork with a 5.0 rating across 47+ projects for clients in USA, UK, Germany, Japan, Russia, and UAE.

WORK EXPERIENCE

Head of Product Design

Current

Zoftware · Dubai, UAE · Oct 2023 – Present

- Led end-to-end product design for an AI-driven B2B SaaS marketplace serving enterprise buyers across 15+ countries, from IA and user flows to high-fidelity UI and developer handoff.
- Designer across all workstreams: product, marketing, vendor ecosystem, admin panel, and white-label product suite.
- Designed 6 AI-native features from scratch, including a strategy builder, a fit-scoring engine, an RFQ builder, a smart comparison tool, an AI chatbot, and a web-based telecaller.
- Contributed to the product earning First Runner-Up, Best AI Product at AI Summit UAE 2025, recognised across all UAE AI companies.
- Product praised by the Founder of G2, the world's largest B2B software review platform.
- Conducted UX debugging via Microsoft Clarity, Google Analytics, and Hotjar; created JIRA tickets to implement friction fixes and improve conversion.

UI/UX Designer

2 yrs 2 mos

Flooid · Bangalore, India · Aug 2021 – Oct 2023

- Designed fintech products including Markets Mojo and Centrum Wealth; served as project owner for multiple SaaS dashboards and investment platforms.
- Worked alongside enterprise clients including Microsoft, Swiggy, PineLabs, Nuvama, Edelweiss, CtrlS, and Netmeds.
- Managed product QA, conducted UX research, and improved user task completion rates across core flows.
- Took full ownership of design decisions, stakeholder communication, and delivery timelines.

Graphic & UI/UX Designer

1 yr 4 mos

Essfinder · Lüneburg, Germany · Jun 2020 – Sept 2021

- Sole designer for product UI/UX, branding, and marketing across the company's core products and affiliated ventures.
- Designed responsive UI for a food delivery platform and a multi-service provider app for the German market.
- Improved product usability through iterative testing and user feedback analysis.

Freelance UI/UX & Brand Designer

Independent

Shahismjargons · Nagpur, India · May 2019 – Jun 2020

- Designed branding, packaging, and UI/UX for 30+ clients across India and internationally.
- Translated brand goals into cohesive visual systems through direct stakeholder collaboration.

Graphic Design Intern

Internship

Ambivert · Nagpur, India · Jan 2019 – Apr 2019

- Created social media, branding, and logo designs for clients including a bakery chain, an IVF hospital, and a design collective.

SKILLS & TOOLS

Core Skills: Product Strategy · UI/UX Design · Design Systems · 0→1 Product Design · UX Research · Interaction Design · Prototyping · AI-Native UX · Design Leadership · CRO · Stakeholder Management

Tools & Software: Figma · FigJam · Whimsical · Adobe XD · Illustrator · Photoshop · InDesign · CorelDraw · Hotjar · Microsoft Clarity · Google Analytics · Maze · JIRA · Notion · Trello · Asana

KEY ACHIEVEMENTS

- First Runner-Up, Best AI Product, AI Summit UAE 2025, recognised by the Ministry of Dubai
- Praised by the Founder of G2, the world's largest B2B software review platform
- Top Rated on Upwork, 5.0 rating across 47+ projects for clients in USA, UK, Germany, Japan, Russia, and UAE
- Designed a Mixed Reality surgical planning tool that changed 70%+ of surgeons' pre-operative decisions, live on the Microsoft Store years before Apple Vision Pro brought spatial computing to the mainstream

EDUCATION

Chartered Accountancy, Intermediate (ICAI)

Institute of Chartered Accountants of India · Pivoted to Design

Graphic Design, Self-taught

Advanced to UI/UX · 2019

AR/VR & Unity

Mixed Reality design fundamentals