Sohail Akhtar

UI/UX Designer

My Portfolio

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West Bengal, India

UI/UX Product Designer with 6+ years of experience designing user-centered products across marketplaces, healthcare, B2B SaaS, fintech, and startups. Skilled in end-to-end product design, user research, design systems, and post-launch iteration. Experienced in working with startup founders and cross-functional teams to turn business goals and user insights into impactful, scalable products that improve user adoption and operational efficiency.

PROFESSIONAL EXPERIENCE

TotemPole, Inc, *UI/UX Designer* 09/2023 – Present
San Diego, USA

- Owned full design ownership: discovery, user research, information architecture, wireframing, prototyping, high-fidelity UI design, and design systems. Designed responsive mobile interfaces and adaptive layouts across platforms.
- Owned post-launch iteration, collecting user feedback and analyzing behavior patterns to refine vendor dashboard workflows for operational efficiency. PM noted reduction in support escalations as features matured.
- Integrated AI-assisted design workflows: Claude for research synthesis and documentation, Figma AI for rapid ideation, Cursor for prototyping exploration.

TourTech, *UI | UX Designer* 11/2022 – 09/2023
Isreal

- Designed end-to-end healthcare mobile application for patient management workflows. Reviewed stakeholder feedback identifying critical usability issue: appointment scheduling buried across 5 menu layers, creating friction for patients and clinical staff.
- Validated the problem through workflow analysis and usability testing. Redesigned appointment scheduling flow consolidating navigation into single, direct path. Simplified workflow from 5 screens to 2 screens with one-tap access to key functions.
- Post-launch feedback from PM and stakeholders: staff reported significantly improved workflow efficiency, users found scheduling intuitive, support team noted reduction in appointment-related escalations.
- Designed CRM system with real-time feedback capabilities. Collaborated with 3 engineers and PM to validate design feasibility and continuously improve workflow efficiency.

Swazei, Inc, *UI/UX Designer* 06/2021 – 08/2022
San Diego, USA

- Led end-to-end UX/UI design for point-of-sale retail system. Collaborated with PM and stakeholders to identify checkout process as key operational bottleneck. Conducted workflow research revealing multiple confirmation steps and fragmented navigation creating transaction delays.
- Designed customer loyalty mobile app addressing repeat customer engagement. Applied reward psychology principles: made points immediately valuable, designed clear earning/redemption paths, simplified reward redemption to 2-tap experience. Validated design with stakeholders to understand user motivation drivers.

e-medicare, *UI/UX Designer* 03/2017 – 04/2021
Saudi Arabia

- Designed healthcare management products focused on patient and administrator experiences. Simplified complex clinical workflows through iterative design and stakeholder collaboration. Built reusable interface components and improved information architecture for scalability.
- Worked with clinical teams to validate usability and ensure accessibility standards compliance. Collaborated with stakeholders throughout product lifecycle: presented design rationale, gathered requirements, and validated solutions against user needs and business objectives.

Freelancer | Remote, *UI Designer* 12/2013 – 09/2017

- Designed responsive websites, e-commerce platforms, and mobile application interfaces across multiple industries. Created production-ready visual designs, branding assets, and logo identities. Collaborated with developers on design handoff and implementation.

Vehement Technologies, *Web Designer* 03/2008 – 10/2013
Kolkata, India

- Optimized websites using SEO best practices and responsive design principles. Evaluated emerging web technologies and recommended solutions for projects.
- Led and mentored design team of 6 designers: conducted design reviews, hired 3 designers, fostered collaborative design culture, and shared design best practices.

CORE COMPETENCIES

- End-to-End Product Design • User Research & Feedback Analysis • Product Discovery • Information Architecture (IA) • User Flows & Journey Mapping • Wireframing & Prototyping • High-Fidelity UI Design • Interaction Design • Design Systems & Component Libraries • Responsive & Adaptive Design • Mobile App Design (iOS & Android) • Usability Testing & Validation • Accessibility & WCAG Compliance • Design-to-Development Handoff • Post-Launch Iteration & Product Analytics

METHODOLOGIES & APPROACHES

- User-Centered Design • Design Thinking • Product Strategy • Cross-Functional Collaboration • Stakeholder Management & Alignment • Customer-Centered Design • Iterative Design & Feedback Loops • Metrics-Driven Design • Agile Product Development • AI-Assisted Design Workflows • User Flows & Journey Mapping

DESIGN TOOLS & TECHNOLOGIES

Figma (Design, Prototyping, Design Systems, AI-Assisted Design) • Adobe XD • Jira • Notion • Claude AI (Research & Documentation) • Figma AI (Design Ideation) • Cursor (Prototyping)

LEADERSHIP & COMMUNICATION

Design Leadership & Team Mentoring • Stakeholder Management & Communication • Cross-Functional Collaboration • Design Critique & Feedback • Design Storytelling & Rationale • Design Decision-Making • Problem Solving

DOMAIN EXPERTISE

B2B SaaS • Enterprise SaaS • Startup & High-Growth Products • Founder-Led Product Development • 0→1 Product Development • B2B2C Platforms • Marketplace Platforms & Two-Sided Marketplaces • Healthcare / HealthTech • Fintech • Payments & Billing • E-commerce & Retail • Consumer Mobile Applications • Web Applications • Multi-Tenant SaaS • Vendor / Partner / Admin Portals & Dashboards • Analytics & Reporting

PROFESSIONAL REFERENCE

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EDUCATION

Bachelor of Arts, *Vinoba Bhave University*

CERTIFICATION

- Diploma in Graphic & Web Design