

Imran Qureshi

Senior Product Designer

Hyderabad, Telangana · [Phone] · [Email] · [Website or LinkedIn]

PROFESSIONAL SUMMARY

Product designer with seven years shaping mobile and web experiences for health-tech and consumer finance apps. Leads discovery with research, turns findings into flows and prototypes, and works closely with engineers through handoff and QA. Maintains design systems that keep squads consistent and has run usability studies in Hindi, Telugu and English.

SKILLS

Interaction design · User research · Figma · Design systems · Prototyping · Usability testing · Accessibility · Information architecture · Workshop facilitation

EXPERIENCE

Senior Product Designer — Venture-funded health-tech platform, Hyderabad

3 years 4 months · current

- Redesigned the doctor-booking flow after twelve patient interviews, lifting completed bookings by about eighteen percent within one quarter.
- Built and documented a component library of ninety elements now shared by four product squads and two front-end teams.
- Introduced accessibility reviews covering contrast, tap targets and screen readers, fixing over forty issues before a major release.
- Coach two junior designers through critique sessions and pair them with engineers during sprint planning.

Product Designer — Consumer lending startup, Bengaluru

2 years 6 months

- Simplified loan onboarding from eleven screens to six, reducing drop-off at the document upload step for first-time borrowers.
- Ran vernacular usability tests in tier-2 cities, which led to regional-language labels on key repayment screens.
- Worked with compliance to rewrite fee disclosures in plain language without losing any mandatory regulatory detail.

UI Designer — Digital agency serving retail brands, Hyderabad

1 year 2 months

- Designed responsive storefronts and landing pages for five retail clients, handing off annotated specs to agency developers.
- Created seasonal campaign templates that cut turnaround for festive banners from three days to one.

- Ran quick hallway tests with store staff to check that checkout pages made sense before client sign-off.

EDUCATION

Master of Design, Interaction Design — Public design school, Ahmedabad

B.Tech Electronics and Communication — Private engineering college, Hyderabad

CERTIFICATIONS AND REGISTRATIONS

- Certificate in user research methods, online professional programme

PROJECTS

- Clinic Queue Signage — pro bono wayfinding and token display for a charitable eye clinic, reducing confusion at registration

LANGUAGES

English · Hindi · Urdu · Telugu