



Sadath N

Senior Product Designer | Enterprise SaaS | Design Systems & AI-driven UX
Bangalore, India

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Summary

Results-driven Senior Product Designer with 6+ years of experience in crafting enterprise SaaS products, design systems, and AI-driven experiences. Adept at translating complex workflows into simple, intuitive solutions, driving cross-functional collaboration, and delivering measurable impact. Proven expertise in design strategy, user research, and product-led growth. Passionate about Gen AI, conversational design, and scaling design teams.

Experience

Aquera Bangalore, India
Senior Product Designer 09/2022 - Present

Driving innovation at Aquera, I collaborate with engineers and product managers to shape world-class Identity Management products. I collaborate with cross-functional teams, empathize with product managers and developers, and design intuitive user experiences.

- Unified 10+ automation features (UI and non-UI) under a cohesive internal brand and design language, refining workflows and microcopy.
- Led the accessibility initiative to enhance the Aquera Nile Design System, achieving WCAG 2.2 AA compliance.
- Managed and executed the end-to-end design process for the Aquera automation product.
- Spearheaded the creation and documentation of scalable design components to streamline cross-team collaboration and ensure consistency.

Tridz Bangalore, India
Product Designer 08/2021 - 09/2022

Instrumental in building brand identities and designing impactful digital experiences.

- Managed a multidisciplinary team of designers, ensuring cohesive brand identity and seamless integration of design across all channels.
- Collaborated with cross-functional teams, including digital marketing and development, to deliver consistent and impactful digital experiences.
- Provided mentorship to interns on design tools and processes, fostering a culture of continuous learning and improvement within the team.
- Spearheaded user growth campaigns leading to an increase in user activation and retention by 25%.
- Conducted detailed product analyses to optimize user funnels and improve conversion rates.
- Implemented data-driven design strategies to align with product-led growth goals.

Uplittle Bengaluru, India
Digital Manager 02/2019 - 07/2021

- Designed scalable user interfaces for digital platforms, improving user engagement metrics by 15%.
- Collaborated with product and marketing teams to craft user-centric journeys and activation campaigns.
- Mentored junior designers on UI/UX principles and contributed to product strategy alignment.
- Enhanced User Retention: Introduced micro-interactions and nudges based on consumer psychology, improving user retention by 18%.
- Data-Driven Decision Making: Conducted A/B testing on new feature rollouts, leveraging insights to refine user journeys and improve activation rates.
- Cross-Functional Collaboration: Partnered with design and marketing teams to align product features with growth initiatives, ensuring a seamless user experience.

Impetors UK (Remote)
Visual Designer 07/2017 - 02/2019

- Branding and Design: Designed branding assets, including logos, brochures, and presentations, that elevated the company's visual identity and client appeal.
- Social Media Strategy: Developed and executed social media campaigns across platforms, increasing engagement rates by 30%.
- Performance Analytics: Monitored campaign performance and user engagement metrics to optimize social media content strategies.

Project

Nile Design System (Aquera)	02/2022 - Present
<ul style="list-style-type: none">- Established and led Nile Design System, unifying UI/UX patterns across enterprise identity management products for scalability and consistency.- Developed design tokens, interaction models, and accessibility guidelines, ensuring WCAG 2.2 AA compliance.- Increased adoption to 80% by creating structured documentation, governance models, and adoption tracking tools (Figma plugin).- Reduced UI inconsistencies by 50% and cut UI build time by 30% by streamlining component implementation for engineering teams.- Facilitated design workshops to drive best practices, usability heuristics, and scalable component usage	
Toolstash.co (Own product)	02/2024 - Present
<ul style="list-style-type: none">- Built and launched Toolstash, a platform designed to support early-stage designers with essential tools, inspirations, and resources.- Delivered the MVP successfully, focusing on usability and tailored resources for budding designers, with more features planned for future releases.- Designed and implemented user flows, wireframes, and prototypes to create an intuitive and engaging product experience.	
Footyl.com (Own product)	02/2025 - Present
<ul style="list-style-type: none">- Led end-to-end product execution: Handled everything from user research and UX/UI design to MVP launch and growth experimentation, enabling the platform to attract early adopters and validate market fit.	

Skills

Design

User Experience, User Interface Design, Design Thinking, Problem Solving, Information Architecture, Wireframes, Prototyping, Design Systems, Accessibility, User Testing & Feedback Incorporation.

Product Growth, Facilitation & Cross-functional Collaboration

User activation, retention, and monetization strategies, user lifecycle management, KPI optimization, Design thinking workshops, mentorship, feedback loops.

Enterprise SaaS UX

CX, ITSM, CRM, Integration, Flowmap, workflow automation, design metrics.

Tools

Figma, Framer, After Effects, Adobe CC Suite, Rive, Spline, Lottie, HTML, CSS, JavaScript, Analytics Platforms.

Certifications & Awards

Top 1% Mentor – ADPList	Bengaluru, India
Recognized among the top 1% of mentors globally for consistent impact, guidance, and community contribution on ADPList.	Jun 2024 - Present
Enterprise Design Thinking	Bengaluru, India
IBM	August 2024

Education

BCA (Bachelor of Computer Applications)	Bengaluru, India
University of Calicut	06/2014- 03/2017

Beyond Work

Photography | Travel | Football | Movie