

Isra Tabassum

FOUNDING AI PRODUCT DESIGNER

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Summary

I've spent nearly 10 years designing digital products that ship — across defence simulation, freight-tech, agri-tech, and fintech. I work best at the beginning of hard problems: ambiguous briefs, undefined users, 0-1 builds. I use AI as a core part of how I work, not a footnote.

Key achievements

73% task completion uplift

Redesigned core workflows, validated with farmers and millers pre-launch.
Kashtkaar

\$6M seed funding

Built product foundations and design operations that supported the raise.
Nexcade

32% increase in User Satisfaction

Led UX strategy across geospatial tools used in decision-making.
Skyral

50% faster design delivery

Overhauled design systems, cutting handoff friction and rework cycles.
Skyral

£750K in cost savings

Drove savings by enhancing usability and innovating features.
GrapeData

Experience

Founding AI Product Designer

Jan 2026-present

Kashtkaar

London, UK

Early stage Agri-tech platform connecting farmers, millers, and buyers through crop traceability and supply chain compliance.

- Architected the 0→1 AI product across discovery, strategy, and design—transforming farm activity and compliance data into trusted trade opportunities.
- Designed a dual-sided farmer-to-buyer ecosystem with scalable foundations for future supply chain management.
- Leveraged AI-native workflows throughout research synthesis, concept testing, and rapid prototyping.
- Improved task completion by 73% through iterative usability testing and accessibility-focused UX design.
- Validated the concept with 15+ target users across farmers/millers, achieving 90% positive usability feedback pre-launch.
- Identified and resolved 3 critical blockers across onboarding, task logging, and community trust systems before dogfooding.

Founding AI Product Designer

Jul 2025-Mar 2026

Nexcade

London, UK

0-1 start-up automating spot quoting and procurement in freight forwarding with agentic AI.

- Built product foundations, establishing roadmap planning, sprint rituals, and scalable product operations during growth from 4 to 11 employees and contributing to \$6M seed funding.
- Directed discovery across 140+ feedback points to shape roadmap priorities and major product decisions.
- Defined strategic planning frameworks, introducing adaptive 3-month cycles to improve execution focus.
- Bridged leadership and engineering, translating business priorities into independently actionable product delivery.
- Applied AI-assisted workflows to accelerate concept validation, feature design, and large-scale product redesign.
- Recruited and mentored design support, providing guidance on UX/UI best practices and enabling consistent, scalable design output.

Lead (IC) Product Designer

Aug 2023-May 2025

Skyral, formerly Improbable Defence Unit

London, UK

B2B scale-up innovating digital twins that transform decision-making through advanced data fusion, visualization, modelling, and simulation.

- Elevated enterprise geospatial products through UX strategy, improving user satisfaction by 32% and retention by 11%.
- Revitalised design systems across teams, cutting design time by 50% and improving delivery consistency.
- Ran workshops with defence and simulation stakeholders to turn specialist domain knowledge into usable product requirements.
- Championed earlier UX intervention, reducing post-launch issues by 18% and increasing adoption by 22%.

Lead Product Designer

Mar 2023-Aug 2023

Lariat Data Inc.

London, UK

B2B startup offering advanced data monitoring solutions, empowering clients to create customised dashboards by consolidating data from multiple sources.

- Optimised product workflows and sprint velocity, increasing design efficiency by 33% in a fast-moving data startup.
- Shaped dashboard and monitoring experiences balancing business, technical, and user priorities.
- Introduced scalable design systems, reducing maintenance while increasing shipment speed by 25%.
- Built design team capability through recruitment, mentorship, and operational improvements.

Lead Product Designer

Nov 2021-Mar 2023

GrapeData Ltd.

London, UK

Startup operating a B2B and B2C ecosystem, where clients commission research tasks, and users respond to said tasks after being matched via the GrapeData app.

- Designed scalable experiences across B2B, B2C, and internal ecosystems, increasing engagement by 21%.
- Delivered product and design improvements that contributed to £750K savings through usability and feature innovation.
- Created scalable design processes enabling efficient, budget-conscious releases across multiple stakeholder groups.
- Drove market fit improvements contributing to 27% growth and 15% better data quality.

Senior Product Designer

Nov 2018-Nov 2021

TeamSpirit Ltd.

London, UK

Leading communications agency in the finance sector, serving B2B and B2C clients with digital projects ranging from UX consultations to end-to-end product design.

Mid-Senior UX/UI Designer

Jun 2010-Nov 2018

Self-employed

London, UK

Transitioned into product design collaborating with leading global brands across diverse sectors, delivering solutions for both B2B and B2C clients.

Education

London Metropolitan University

Bachelor of Arts, 2013
2:1, Interior Design

University of Huddersfield

Higher Education, 2011
Diploma, Interior Design

Chelsea College of Arts

Foundation in Arts, 2009
Merit, Interior Design

Skills

AI Product Design, 0→1 Product Development, Product Discovery, Wireframing, Prototyping, User discovery, Testing, User journey mapping, Design System, Roadmap Planning, Stakeholder Management, Cross-functional Leadership

Tech stack

Claude, Cursor, V0, Stitch, Figma, Adobe CC, Axure, Balsamiq, Confluence, Jira, Miro, VWO, Posthog, Clarity, Hotjar, Lookback, Pendo, Zeplin, HTML, CSS, JavaScript