

Sadique Ahmed Laskar

Sr. Manager UX/UI Design

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Portfolio: sadiqfolio.com

SUMMARY

A seasoned **Product, UX and Service Designer with 14+ years of experience in e-commerce, healthcare, fintech, banking, and insurance**, I specialise in transforming user needs into impactful, business-driven experiences. As an offshore SME, I have successfully led global client projects, built and scaled UX teams, and driven end-to-end UX and service design strategies across the entire lifecycle—from **research and ideation to design, testing, and implementation**. My expertise lies in stakeholder management, process-driven leadership, and delivering result-oriented solutions that enhance **user engagement, customer satisfaction, and business outcomes**.

SKILLS

- **Service Design Strategy & Leadership:** UX Practice Development, Team Building & Mentorship, Stakeholder Management (Internal & External), Portfolio Management, Global UX Standards, Client Advisory, Business Problem Solving, Orchestration, End-to-End Service Blueprints, Journey Optimisation, and Process Innovation.
- **UX Lifecycle Expertise:** UX/UI Design, User Research, Competitive Analysis, Usability Testing, Information Architecture, Wireframing, Prototyping, Interaction Design, Visual Design, Accessibility, Design Systems, Service Design.
- **Soft Skills:** Strategic Thinking, Problem-Solving, Cross-Functional Collaboration, Communication & Presentation, Process Optimisation, Agile Development.
- **Software Knowledge:** Figma, Sketch, Adobe XD, Adobe Creative Suite, Adobe Experience Manager, Zeplin, Miro, Jira, Confluence, After Effects, HTML, CSS, Javascript.
- **Artificial Intelligence:** Product Monkey AI, Idea Note IO, Hotjar, Dovetail, Uizard, UX Pressia, Survey Monkey, Qoqo.ai for Figma (UX Research), ChatGPT, Marketo and Adobe Firefly Generative AI

EXPERIENCE : 14 years

Prudential PLC

Bangalore

Sr. Manager UX Design

June 2021 to till date

B2C & B2B Products: Insurance Web & App, SaaS Products, Pulse App - Health, Wellness & Wealth.

Key Achievements:

- **End-to-End UX Lifecycle Management:** Spearheaded the entire UX lifecycle, from user research and competitive analysis to prototyping, usability testing, and implementation. Conducted usability testing with over 500 users, leading to a 30% improvement in product usability and an 18% increase in user engagement.

- **Offshore SME & Global UX Leadership:** Acted as the offshore SME for global client projects, directly involved in gathering requirements and building design and experience strategies in phases aligned with technical and business capacity. Helped measure success through KPIs, enabling clients to pivot and improve solutions, resulting in a 20% increase in transaction volume and a 25% boost in customer retention.
- **Stakeholder Management:** Collaborated with global business stakeholders, including product managers, developers, and marketing teams, to translate business objectives into actionable UX strategies, achieving a 20% increase in client satisfaction.
- **Practice Leadership:** Built and mentored a high-performing UX team, setting up goals, hiring, and training designers to foster a culture of innovation. Developed and implemented UX processes, standards, and best practices across the organisation, reducing design inconsistencies by 60%.
- **Data-Driven Design:** Integrated analytics tools to validate design decisions, leading to a 35% increase in online transactions and a 26% improvement in NPS and CSAT scores, highlighting enhanced customer loyalty and satisfaction.

Treebo Hotel

Bangalore

Lead Product Designer

Jan 2021 to May 2021

B2B & B2C Products: Hotel Booking App, SaaS Products for Hotel

- I worked as an offshore SME, specialising in UX for client projects such as hotel room booking platforms and SaaS products for hotel management. My role involved driving the end-to-end UX process conducting user research, defining user journeys, designing intuitive interfaces, and testing solutions to enhance both customer experiences and operational efficiency. I collaborated closely with stakeholders to align design strategies with business objectives, ensuring seamless booking processes for users and scalable, user-friendly tools for hotel management teams, resulting in a 40% improvement in customer satisfaction.

MoveInSync Technology Solutions

Bangalore

Lead Product Designer

April 2020 to Oct 2020

B2B & B2C Products: Employee Transportation System Dashboard & App Design, Get to Work Carpooling App Design, Work in Sync App & Dashboard Design (SaaS Products)

- **Process-Driven Leadership:** Implemented a comprehensive design system that reduced design inconsistencies by 60% and improved the usability of enterprise software products
- **SaaS Products:** Worked from scratch on the design of the WorkinSync app and dashboard, which are SaaS products tailored for both remote and office-based employees. My role involved driving the entire UX process, from research and user journey mapping to designing intuitive interfaces and conducting usability testing. The goal was to create seamless, efficient workflows that catered to the needs of large companies and their employees. Working as an offshore SME, I collaborated with clients to ensure the product aligned with their specific business requirements and user expectations, resulting in a powerful tool to enhance productivity and streamline collaboration across teams.

Paytm Money

Bangalore

Product Design Manager

Mar 2019 to Mar 2020

B2C Products: Paytm Money App & Web, Equity App, Light Weight Mutual Fund for Paytm, CRM Design

- I led the development of a Mutual Fund app for the Indian market, collaborating with designers, stakeholders, and cross-functional teams to create a user-friendly platform that simplified KYC and made investing accessible for beginners.

- We designed the app for easy investment access, enabling users to start and track portfolios effortlessly. Prioritising usability, we ensured first-time investors could navigate with ease, boosting customer satisfaction by 40%.

Bluestone.com

Bangalore

Sr. UX/UI Designer

June 2016 to Mar 2019

B2C & B2B Products: Jewellery E-Commerce Web, App Design, Offline Store App & Dashboard Design.

- I worked from scratch to design, redesign and develop the online e-commerce website, mobile website, and app for a jewellery brand, covering the entire process from user research to visual design. The goal was to enable seamless online jewellery sales while also designing an internal app and dashboard to support offline store operations across India. Additionally, I created workflows for B2B business processes.

Commonfloor.com

Bangalore

UX/UI Designer

Jan 2015 to June 2016

B2C & B2B Products: Real Estate E-Commerce App & Website Design.

Loylty Rewards Management Pvt. Ltd

Mumbai

UX/UI Designer

Mar 2010 to Dec 2014

B2B Products: Banking App, Website Design & Creative Designs.

EDUCATION

Postgraduate in Product Design & Management with Generative AI

Duke University

March 2023

Bachelor of Fine Arts (UX/UI & Graphic Design)

Assam University, Silchar

July 2005 to May 2009

CERTIFICATIONS

Advanced User Experience for Web & Mobile, User Research (Offline Course)

Bridge UX Design Studios certified from Azure.

April 2019

ACHIEVEMENTS

- **Increased Transaction Volume:** Developed a new payment processing feature at Prudential, leading to a 20% increase in transaction volume.
- Worked on over 20 websites, including 15 responsive websites and 7 Mobile-specific websites. Designed 25 Mobile Apps for iOS and Android, 5 Hybrid apps, 5 Branding Projects, and 5 comprehensive Design Systems.

HOBBIES

- Black Belt in Wing Chun Kung fu, Painting & Sketching, Photography, Badminton & Cycling
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