

Raza Rameez

Senior UI/UX Designer

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PROFESSIONAL SUMMARY

Senior UI/UX & Product Designer with 4+ years turning complex digital products into intuitive, scalable experiences. Specialised in FinTech, UPI payments, POS systems, and SaaS platforms. Seeking Senior UI/UX Designer and Product Designer roles where design has a real seat at the table.

CORE SKILLS

- UX Design:** End-to-end user journeys, user flows, journey mapping, information architecture, wireframing, prototyping, usability testing.
- UI & Product:** Mobile & web app design, dashboard design, responsive design, data visualization, product strategy, design thinking.
- Design Systems:** Scalable component libraries, Figma variables, auto-layout, reusable patterns.
- Research:** User research, competitor analysis, usability testing, concept validation, feature prioritization.
- Accessibility:** WCAG-aligned interaction design, inclusive UX, field usability.
- Tools:** Figma, FigJam, Figma Make, Photoshop, Illustrator, Jira, ChatGPT, Claude.

EXPERIENCE

Zyro

Senior UI/UX Designer

Aug 2022 – Present

Lead end-to-end UX and UI design initiatives across FinTech, Payments, POS Systems, Loyalty Platforms, and SaaS products. Collaborate closely with product managers, developers, QA teams, and business stakeholders to create intuitive, scalable, and user-centered digital experiences.

UPI Switch Platform

- Designed transaction monitoring dashboards and operational workflows for digital payment infrastructure.
- Simplified complex transaction and reconciliation processes through improved information architecture and user flows.
- Collaborated with product and engineering teams to enhance usability and operational efficiency for internal users.

Shopaver – POS Billing & WhatsApp Business Suite

- Led UX/UI design for a merchant-focused platform supporting 5,000+ merchants across billing, inventory management, sales reporting, and customer engagement workflows.
- Created responsive web and mobile interfaces for daily business operations for merchants.
- Collaborated with stakeholders and developers to streamline workflows and improve overall platform usability.

ZPayClub – Brands Voucher & Rewards Platform

- Designed user experiences for a rewards and voucher marketplace serving 150,000+ users across web and mobile platforms.
- Improved information architecture and navigation to create a seamless user journey across web and mobile platforms.
- Built reusable UI patterns and components to maintain consistency throughout the product ecosystem.

Zyro TPAP Application

- Designed end-to-end user journeys for a UPI-based (TPAP) platform.
- Created onboarding, payments, transaction history, account management, and support experiences across mobile platforms.
- Improved user navigation and payment journeys by focusing on usability, accessibility, and seamless interactions.

POS Terminal Software

- Designed touch-friendly interfaces optimized for POS hardware environments and merchant operations.
- Created workflows for transaction processing, settlements, reporting, and device management.
- Focused on reducing user effort and improving efficiency through intuitive interface design.

Aitra Tech Pvt. Ltd • Noida, India

UI/UX Design Intern

February 2022 – July 2022

Collaborated with senior designers, product teams, and developers to improve user experiences across social media and AgriTech platforms. Gained hands-on experience in UX research, wireframing, prototyping, usability testing, and interface design.

Mudda — Social Media Platform

- Assisted the design team in improving user flows, engagement features, and overall platform usability for a social discussion platform similar to X (Twitter).
- Contributed to wireframes, UI designs, and design iterations based on product requirements and team feedback.
- Collaborated with designers and developers to enhance user experience across mobile and web interfaces.

Kisaan Station — Agricultural Marketplace Platform

- Supported the design team in improving the buying and selling experience for farmers and buyers.
- Assisted in creating user flows, wireframes, and interface improvements for marketplace and community features.
- Participated in user-centered design activities and usability discussions to better understand user needs.

Learning & Contributions

- Worked closely with experienced designers to learn UX research, information architecture, wireframing, and prototyping.
- Gained practical experience in Figma, design systems, and cross-functional collaboration.
- Contributed to design reviews, brainstorming sessions, and iterative product improvements.

EDUCATION

Diploma in Graphic Design - Anima Animation	2020-2021
Bachelor of Science (Mathematics) - Mahatma Gandhi Kashi Vidyapeeth	2014-2017

CERTIFICATIONS

Google UX Design Professional Certificate (2021)