MD DANISH IMAM

Senior UX UI Designer | Experience: 12 Years

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LinkedIn | Portfolio Website

PROFESSIONAL SUMMARY

Senior Product Designer & UX/UI Designer with 12+ years of experience in SaaS, e-commerce, fintech, healthcare, enterprise, and AI products. Experienced in UX research, interaction design, design systems, Figma, prototyping, accessibility (WCAG 2.2), product analytics, and AI-generated UI/UX evaluation. Skilled in heuristic evaluation, rubric-based design assessment, human-in-the-loop feedback, and cross-functional product development. Focused on creating scalable, accessible, and user-centered digital experiences that solve complex user and business problems.

SKILLS

Ux And Ui Designer, Prototyping, Figma, User Research, Interaction Design, User Interface Designing, Product Design, Visual Design, Information Architecture, Design Thinking, UX Strategy, WCAG 2.2, Html/Css, Adobe Xd, Human-Centered Design, Ab Testing, Photoshop, Amplitude, JIRA, Confluence, Cross-Functional Collaboration, Agile/Scrum, Sprint Planning, Product Designer + AI + Product Analytics, Design Reviews, jobs-to-be-done (JTBD), North Star Effects, Sketch, Design Systems, Internal Tools, Admin Panels, Dashboards, IT-Delivered Interfaces, Apple Human Interface Guidelines, Google Material Design, Web Accessibility & Responsive Standards, Multilingual/RTL-Aware Layouts (Arabic/English)

WORK EXPERIENCE

AI Design Curator UX - System Soft Technologies (Client: Figma) | US **March 2025 - Jun 2026**

- **Led** heuristic evaluation of AI-generated UI/UX designs against usability, accessibility (WCAG 2.2) and human-centred design criteria, delivering structured expert feedback that informed model training and measurably improved design output quality.
- **Defined** and built rubric-based evaluation frameworks in cross-functional collaboration with AI engineers and researchers, driving consistency and rigour of design assessment across the review team.
- **Owned** annotation and design QA of visual model outputs in Label Studio, strengthening training data for advanced AI design models.
- **Established** evaluation standards with engineering that improved inter-rater reliability across reviewers.

Senior Lead UX UI Designer - ANS Commerce Pvt. Ltd. | Gurugram **Sep 2022 - Dec 2024**

- **Led** end-to-end product design and UX/UI for B2C and B2B e-commerce products, tailoring solutions to distinct user needs and business models.
- **Drove** user interviews and stakeholder management consultations, translating research insights into data-informed design decisions that resolved key pain points and improved website usability.
- **Defined** user flows, wireframes and high-fidelity prototypes grounded in user research, stakeholder input and end-user feedback.
- **Partnered** with product managers and engineering through design reviews and developer handoff to ship user-friendly interfaces that increased user satisfaction and engagement

Senior UX UI Designer - Unimrkt Health | Gurugram **Nov 2020 - Sep 2022**

- **Led** user and stakeholder interviews to inform data-informed design decisions for healthcare and survey products. survey completion rate or drop-off reduction by 30%
- **Translated** business requirements and objectives into intuitive interaction design and interfaces in close cross-functional partnership with product managers.
- **Built** responsive, mobile-first and accessible UIs using Bootstrap 4+, establishing visual consistency and design QA across devices and browsers.

UI Developer - Girnarsoft Pvt. Ltd. | Gurugram **Apr 2015 - Sep 2020**

- **Developed** responsive site layouts and user interfaces in HTML5/CSS3, enhancing visual design and user experience across high-traffic web properties
- **Optimised** code and web assets to reduce load times and improve overall performance, ensuring cross-browser, cross-device and cross-OS compatibility through structured design QA and testing.
- **Tested** and troubleshot websites before deployment, driving continuous improvement through user feedback.

Web Designer - Wserve Technologies Pvt. Ltd. | Gurugram **Nov 2014 - Apr 2015**

- **Built** and maintained websites, converting PSD visual designs to responsive HTML/CSS and supporting marketing initiatives that lifted engagement.

Trainee Web Designer - Zn Softech Pvt. Ltd. | Delhi **Feb 2014 - Oct 2014**

- **Updated** live websites and converted PSD visual designs into responsive, mobile-first HTML/CSS

PROJECTS

Portfolio: https://danishgah.com/

Intranet Portal For Employee **December 2024 - March 2025**

- **Designed** a company-wide employee intranet portal in Figma for SharePoint integration, covering the homepage, announcements, policy and document access, and employee self-service journeys.
- **Restructured** the information architecture and navigation around user research findings, then delivered developer-ready screens and component specs aligned to SharePoint's layout constraints.
  Link: SOFON Maritime Industries

SJ Panel - Mobile Survey App **ANS Project**

- **Owned** end-to-end product design for a mobile survey application focused on frictionless opinion sharing and rewards, with effortless onboarding and profile matched surveys.
- **Shipped** a clear rewards system to incentivise participation, increasing user engagement by approximately **20%**.
  Link: SJ Panel

GNA Energy - MD Dashboard **July 2026 - August 2026**

- **Designed** an MD-level executive dashboard for an energy business, consolidating operational, production and commercial KPIs into a single at-a-glance decision-making view
- **Established** a clear data hierarchy with reusable chart, card and table component patterns, so leadership scans headline metrics first and drills into detail as needed.
- **Delivered** an interactive Figma prototype covering the primary navigation and drill-down user flows, enabling stakeholder review and sign-off ahead of development
  Link: GNA Energy

FutureCard - Global Wealth Management Platform **AI Concept Project | 5 Days**

- **Designed** a light-theme global wealth management interface covering portfolio overview, asset allocation and key transaction flows for private-banking users.
- **Applied** a design system built on design tokens, with data-dense dashboard patterns, clear financial hierarchy and accessible contrast standards (WCAG 2.2).
  Link: Future Card - Global Wealth Management Platform

Drop - Seller & Rider Delivery App **Case Study**

- **Designed** a delivery app where sellers and riders finally see the same thing, giving both sides one shared, real-time view of every order and removing status mismatches.
- **Mapped** seller and rider journeys end to end, from order acceptance and pickup to live tracking and delivery confirmation, aligned to a single order-status model.
- **Built** a reusable design system and developer-ready screens covering order states, rider assignment and handoff flows.
  Link: Drop - Delivery App Case Study

Bestseller - E-commerce Experience **Case Study**

- **Designed** an end-to-end e-commerce experience for Bestseller covering product discovery, listing, product detail and checkout journeys.
- **Applied** a scalable design system with reusable components, clear visual hierarchy and responsive, accessible layouts (WCAG 2.2) across devices.
  Link: Bestseller Case Study

EDUCATION

B.Tech / B.E. | Computer Science and Engineering (CSE) **2012**
Magadh University
Marks - 66.7%

ADDITIONAL INFORMATION

Languages: English, Hindi