

SAHIL MATHEW, CXA™

Senior Product Designer & Design Lead · 12+ Years · Enterprise B2B · AI-Powered Workflows · Design Systems
Hyderabad, India · sahil.matt@gmail.com · +91 87798 74541 · linkedin.com/in/sahilmathew · github.com/smatt92 ·
medium.com/@sahil.matt · sahilmathew.design

PROFILE

CXA™-certified Senior Product Designer and Design Lead with 12+ years driving end-to-end design across enterprise B2B SaaS, workflow systems, and AI-powered products. Currently leads design at Alshaya Group — owning craft, design system architecture, and team mentorship across multi-brand surfaces. Anthropic-certified in building with the Claude API and Claude Code, with hands-on fluency in the tooling underneath modern AI products. Operates equally well as a strategic design partner to Product and Engineering and as a hands-on IC, translating complex technical capabilities into clear, trustworthy user experiences. Measurable impact: 35% adoption gains, 70% satisfaction lifts, on-time delivery across concurrent streams.

CERTIFICATIONS

- **Certified Experience Analyst (CXA™)** — Human Factors International (HFI), 2026
- **Building with the Claude API** — Anthropic, May 2026 · **Claude Code in Action** — Anthropic, May 2026
- Interaction Design Foundation (IxDF) — Data-Driven Design · HCI Foundations · Perception & Memory in HCI · Agile UX · UX for AR

PROFESSIONAL EXPERIENCE

Alshaya Group — Staff Product Designer (Design Lead) *May 2025 – Present*

- Sets the craft bar and design direction across multiple product surfaces — owning end-to-end design vision for complex, multi-step workflows that simplify operations for non-technical retail teams.
- Architected a multi-brand Figma design system: 200+ modular components with auto-layout structures, supporting scalable product evolution across 6+ surfaces.
- Led the end-to-end design lifecycle for the company's first internally-shipped product — ambiguity to launch in 3 months, driving a 35% uplift in user adoption.
- Strategic design partner to Product and Engineering leadership; grows design talent through structured critiques, reviews, and mentorship cadences.
- Applies AI-assisted design workflows in practice — Claude API and Claude Code to accelerate prototyping, generate design-tool scaffolding, and shorten concept-to-interface time.

Seanergy Digital Pvt. Ltd. — Principal Product Designer *May 2024 – Oct 2024*

- Led end-to-end design for complex B2B workflows — translating advanced technical capabilities into intuitive, trustworthy experiences: engagement +60%, satisfaction +70%.
- Embedded as senior design partner within SDLC planning, working directly with engineering leadership on trade-offs and shipped quality.

Independent Design Consultant — Senior Product Designer *Jul 2023 – Feb 2024*

- Full-cycle engagements across enterprise B2B and workflow-automation clients with distributed teams; configurable workflow interfaces and onboarding flows: retention +30%, onboarding speed +25%.
- Operationalised A/B testing and behavioural research frameworks — data-informed design at velocity.

CX 100 — Senior Product Designer *Jul 2022 – Dec 2022*

- Comprehensive UX systems audit of NoBroker.com — 30+ critical failure points mapped across multi-step workflows; prioritised roadmap drove +60% engagement, design-sprint improvements +80% satisfaction.

AI Enterprise — Senior Product Designer, B2B SaaS (Contract) *Feb 2022 – Jul 2022*

- Zero-to-one Figma design system across a dual-surface platform (internal ops tooling + client-facing dashboards): engagement +60%; research-led improvements +70% satisfaction.
- Designed dashboards that surfaced complex backend data in clear, scannable formats for non-technical enterprise users.

Vivoiz Healthtech Pvt. Ltd. — Product Designer *Aug 2021 – Jan 2022*

- Data-heavy healthtech interfaces in a regulated environment; scalable Figma design system unified multi-product UX: engagement +60%, satisfaction +70%.

Protopillar — Product Designer *Sep 2018 – Sep 2021*

- B2B enterprise interfaces and workflow tools across 3 years of iteration — research, journey mapping, interaction design, and prototyping from discovery through delivery; shifted team culture toward evidence-led decisions.

Neplar Corei Pvt. Ltd. — Front-End Developer / Senior UI Designer *Aug 2015 – Aug 2018*

- Bridged design and front-end engineering — owning both UI design and implementation; production-accurate designs drove +35% adoption.

Future Beyond — UI Designer / Front-End Developer *Jul 2014 – Aug 2015*

- Designed and developed client-facing digital products; reusable component libraries improved consistency and reduced build time.

SELECTED SIDE PROJECTS — AI x DESIGN, BUILT SOLO

- **PrismKit** (prismkit.app) — AI design audit tool automating heuristic evaluation, built on an agentic architecture in 2025 before agents were a recognized category. Featured on Product Hunt, Aug 2025.
- **SignalHQ** (signalhq.app) — predictive product intelligence platform: real user behavior turned into conversion improvements, smarter experiments, and forecasted outcomes. End-to-end design, build, launch; in active refinement.
- **Crit** (thecrit.tools) — AI design critique tool exploring human-in-the-loop models for creative feedback. In development.

WRITING

- "The Third Role" · "The Experience Is No Longer Yours to Design" — Bootcamp (Medium), 2026 · Live Claude x Figma MCP workshops.

EDUCATION

- B.E. Computer Science (attended) — Nagpur University, 2010 – 2014

SKILLS & TOOLS

- **Design & Prototyping:** Figma (component libraries, auto-layout, interactive prototyping), Adobe XD, InVision.
- **AI & Emerging Tech:** Claude API, Claude Code, LLM-assisted design workflows, AI-native UX patterns, human-in-the-loop design.
- **Specialisations:** B2B SaaS, enterprise product design, workflow UX, design systems, data visualisation, PET methodology.
- **Research:** stakeholder interviews, usability testing, journey mapping, A/B testing, quantitative & qualitative methods, heuristic evaluation.
- **Leadership & Collaboration:** design direction, mentorship, craft reviews, stakeholder influence, distributed teams, Agile/Scrum, JIRA.