
Asif Ali

Senior Product Designer · UX/UI

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I design for the moment a user acts on a financial decision: where trust, clarity and timing decide whether the interface earns confidence or loses it. With 4+ years across fintech, payments-adjacent flows and B2B analytics dashboards, I lead with information architecture and user flows before a pixel is placed, translating product requirements into high-fidelity interactive prototypes ready for developer handoff with near-zero rework. At Jio Platforms I crafted a Gold Savings Scheme enrollment flow achieving 7.1% end-to-end registration completion, extended a design system with components reused across 3 internal tools, and built an AI-powered usability testing pipeline used to validate flows before engineering.

EXPERIENCE

Product Designer (UX/UI) · Jio Platforms Limited · Nov 2022–Present

Reliance Jewels · Gold Savings Scheme (GSS) Enrollment

- Crafted the Gold Savings Scheme enrollment flow: a 5-step mobile journey (scheme selection, KYC, e-sign, payment) for a recurring financial commitment product, achieving 7.1% end-to-end registration completion
- Mapped critical drop-off points across the funnel, identified a 91% abandonment rate at the entry step and restructured scheme selection to reduce the highest-friction point in the flow
- Applied behavioural design principles (progressive disclosure, trust sequencing, reduced cognitive load) to a financial commitment flow targeting both first-time and returning customers

Reliance Jewels · Enterprise Dashboards and Retail Ops

- Led information architecture and edge-case mapping for inventory and compliance journeys handling 100K+ SKUs, enabling developer handoff with near-zero rework cycles
- Redesigned operational dashboards for large-scale retail workflows: consolidated 4 fragmented screens into a single-surface interface, cutting context-switching and average task-completion time for store ops teams
- Extended the existing design system with data visualisation components: drill-down tables, filterable charts and data-dense layouts, now reused across 3 internal tools
- Built an AI-powered usability testing pipeline using n8n and Gemini API: feeds in design screenshots and a PRD, auto-generates 50+ contextual user personas, simulates prototype walkthroughs and produces structured friction reports, now used to validate flows before developer handoff
- Partnered with PMs and engineering to influence prioritisation decisions upstream, shaping the problem framing rather than just executing designs

AJIO Business · Merchant-Facing B2B Platform

- Owned UX for merchant onboarding, bulk ordering and MOQ logic workflows, translating complex B2B business rules into first-time- buyer-friendly interactions and cutting design-to-engineering back- and-forth by ~40%
- Produced wireframes, user flows, journey maps, style guides and edge-case annotation docs adopted as the team standard for early-stage alignment, enabling smooth developer handoff and a shared design language across product, engineering and design
- Collaborated with system designers to build scalable reusable blocks for internal tooling, now referenced in the AJIO Business design system

Swadesh · Luxury Indian Craft E-commerce

- Led end-to-end WCAG 2.0 accessibility and inclusive design work for Swadesh (swadeshonline.com): mapped customer journeys for users with visual impairments and designed VoiceOver-compatible flows that carry the same premium quality as the visual experience, proving accessibility and luxury are not in conflict
- Operated under the constraint that for HNI customers friction is a brand failure: applied that lens to every micro-interaction, from loading states to error handling, across a platform serving audiences where experience quality is the primary purchase driver

Founder & Product Designer · Drippin'gear (D2C Brand) · Nov 2023–Present · Part-time

- Built a Shopify-based D2C men's accessories brand from 0 to 500+ orders, lifting average order value from Rs.500 to Rs.850 through UX-driven cart optimisation with no paid apps
- Run performance loops using Meta Ads, Google Analytics and Shopify data to diagnose drop-off and profitability gaps; tested UGC reel creatives and catalogue ads with measurable ROAS improvement after optimisation
- Developed retargeting flows using behaviour-based segmentation (e.g. pendant viewers receiving pendant-specific creatives), applying UX thinking directly to growth mechanics

UX Designer (Content & Flows) · Siplly · Jan 2022–Nov 2022

- Led UX content and interaction flows for KYC, micro-savings and lending experiences across 10+ Indian languages, tailored for low-literacy users with behavioural data signals, nudges and friction-reduction patterns
- Redesigned onboarding flows with trust-first messaging and progressive disclosure, contributing to a ~30% reduction in drop-offs post-release
- Collaborated with PMs, translators and engineering to maintain clarity and consistency at scale, setting a content localisation framework still in use after departure

SKILLS

Product Design: B2C Mobile Apps · Consumer App Design · Workflow Design · Dashboard UX · Information Architecture · Interaction Design · Systems Thinking · Design Systems · Style Guides

UX Strengths: Fintech UX · Visual Design · UX Writing (clarity-first) · Behavioural UX · HCI · Inclusive Design · User Research · Usability Evaluation · Data-driven Design · Data Visualisation · Behavioural Analytics · Conversion Optimisation · Funnel Design · Localisation & i18n

Tools: Figma · FigJam · Framer · High-fidelity Prototyping · Interactive Prototyping · Motion Design

AI & Automation: Claude Code · Lovable · Figma Make · n8n · Gemini API · AI-native workflow · Antigravity

Collaboration: Stakeholder Management · Dev Handoff · Design QA · Cross-functional Documentation · Agile/Lean methodologies · Design Sprints

Growth & Tech: Meta Ads · Shopify · Google Analytics · Hotjar · HTML, CSS and JavaScript awareness

CERTIFICATIONS

- **Content Strategy for Professionals** · Northwestern University
- **Foundations of UX Design** · Google

EDUCATION

B.A. Psychology (BAPCH) · Indira Gandhi National Open University · Jul 2021–Jul 2025

Diploma in Cath Lab Technology · IPGME&R, SSKM Hospital, Kolkata · Sep 2019–Jul 2021