



TAHER BADSHAH

Senior Product Designer

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MY PORTFOLIO:



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PROFILE

SUMMARY

- Senior Product Designer who designs & ships. 12+ years design, 6 specialised in UI/UX, 2 years AI-powered building.
- Apply "Keep It Super Simple, launch fast", turn complex design strategy into shipped product. Bias toward measurable outcomes.

SKILLS

Problem discovery
 User research + user testing
 Wireframing + prototyping
 Information architecture
 Design systems + tokens
 UI animation + motion
 CRO + A/B testing + data-informed
 AI-paired design + build
 Front-end (React, Vite, Next)
 Mobile + responsive (iOS, Android)
 Accessibility (WCAG)
 Liquid / Shopify theming

TOOLS

Figma · FigJam
 Claude · ChatGPT · Gemini
 Antigravity
 Adobe Photoshop · Illustrator
 React · Vite · Next.js
 Tailwind v4
 WordPress · Shopify
 Klaviyo · GA4 · Hotjar
 Framer

EDUCATION

Bachelor of Science
 University of Mumbai · 2014

PROFESSIONAL EXPERIENCE

WebEnliven Solutions PVT LTD India & UAE July 2018 - Present

Product Designer

March 2020 - Present | **Promoted to UAE location- May 2024**

- UI/UX Design: User-friendly prototypes from competitor research + heuristic evals. 27% lift in engagement, 15% rise in orders on an e-commerce platform.
- Design + Build with AI: Ship production code (React + Tailwind + Vite) alongside Figma. Used on DishDash UAE (live, 4 brands) and ADR FX Capital (Spanish · LATAM).
- Low Code / No Code: 40+ user-friendly sites on WordPress + Shopify, mobile-first.

Graphic - Web Designer

July 2018 - March 2020

- Planned impactful marketing materials: Prepared collateral and brand guides for leading clients.
- Designed 30+ user-friendly websites using WordPress.
- Created over 100 engaging posters and social media graphics, resulting in a 40% increase in client engagement.

Freelance April 2014 - March 2018

Graphic Designer, Web Designer

- Awarded in 50+ logos, stationery & website.
- Developed and continue to maintain 20+ responsive websites. using HTML, CSS, and JavaScript.

Parimaan Media PVT LTD, Internship January 2014 - April 2014

Graphic Designer

- Completed an internship under the supervision of senior graphic designers and a team of 20+ designers.
- Honed my skills in digital design, branding, and marketing through hands-on experience.

Selected Work live + recent

DishDash UAE — 4-brand restaurant site, live · dishdashuae.com
won follow-on Flavours app contract

ADR FX Capital — Spanish trade-finance site, 9 pages, adrfx.capital
 live

MonaWatch CRO — PDP rebuild, 12 changes approved in build
 (Shopify)