

# Naseer Ahmed

Senior Design Manager | Lead Product Designer

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## PROFESSIONAL SUMMARY

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Product design leader with 11+ years across enterprise SaaS, B2C mobile apps, and consumer platforms, including six years leading teams. Currently Senior Design Manager at Lollypop Design Studio, leading a multi-city UI design team of 40+ designers across hiring, mentoring, design quality, and delivery. Hired 20+ designers and grew the Chennai practice from 5 to 25. Set the early design direction for BlazeUp, an internal enterprise SaaS platform now serving 1000+ users. Winner of the A' Design Silver Award for the ACT Fibernet mobile app redesign. Computer Science graduate who works close to engineering, with AI-assisted prototyping and custom Figma plugin development.

## CORE SKILLS

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Product Design, UX Design, UI Design, Design Systems, Design Leadership, Team Management, People Management, Enterprise SaaS, B2B SaaS, Mobile App Design (iOS and Android), Responsive Web Design, User Research, Usability Testing, Wireframing, Prototyping, Interaction Design, Information Architecture, Design Ops, Stakeholder Management, Hiring and Mentoring, Design Reviews, Accessibility, Motion Design, Agile and Scrum, Cross-functional Collaboration, AI-assisted Design Workflows, Design to Development Handoff

## PROFESSIONAL EXPERIENCE

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### Lollypop Design Studio, India

#### Senior Design Manager | Jul 2025 to Present

- Lead the UI design team across multiple India locations, owning project allocation, design quality, and delivery timelines for a team of 40+ designers.
- Set the early design direction and interaction principles for BlazeUp, Lollypop's internal enterprise SaaS platform, now running 20+ modules and a 100+ component library with 1000+ users across Lollypop and Terralogic.
- Run Lollypop Academy, the studio's design mentorship program, which has trained 100+ designers.
- Run design reviews, workshops, and mentoring programs to build team capability and keep craft consistent across accounts.
- Partner with business and account teams on scoping, estimation, and proposals for new enterprise engagements.
- Selected clients: ACT Fibernet, boAt, Pepsi, Miko, BYJU'S, Amazon.

#### Lead UI Designer | Sep 2022 to Jun 2025

- Led design teams on engagements for ACT Fibernet, boAt, Pepsi, Miko, and BYJU'S across mobile apps, web platforms, and connected products.
- Hired 20+ designers and scaled the design practice from a 5 member team to 25, covering interviews, onboarding, and craft standards.
- Redesigned the ACT Fibernet mobile app for a 2.2M customer base, introducing a KPI-linked widget system that gave marketing a repeatable way to run upgrade, upsell, retention, and KYC campaigns in app. Recognised with the A' Design Silver Award and a Paris Design Awards Honorable Mention.
- Created Popshot, a design experiments platform that generated inbound sales leads for the studio.

#### Associate Lead UI Designer | Aug 2020 to Sep 2022

- Supported the business team with POCs, estimations, and pitch work to convert new design engagements.
- Designed and mentored across concurrent client projects during a period of rapid team growth.
- Co-founded Design Atti and hosted Designathon in Chennai, building a designer community that became a reliable hiring channel.

#### Senior UI Designer | Sep 2019 to Jul 2020

- Rejoined to establish the Chennai studio and handle clients independently end to end.
- Designed B2C products for eShakti and Flashhouse. Travelled to Vietnam to mentor the regional design team.

## **Studio Diseno, India**

### **UX/UI Designer | Jun 2017 to Aug 2019**

- Took product concepts from POC to high fidelity design and interactive prototypes using After Effects and Marvel.
- Designed the complete workflow model for Pcube, a complex HR survey product.

## **Lollypop Design Studio, India**

### **UI Designer | Jun 2016 to Jun 2017**

- Designed marketing websites, mobile apps, and web apps for early stage startups.
- Designed an offline desktop application for automating and testing electronic chipset drivers.

## **BYT Digital, India**

### **UI Designer | Jun 2014 to May 2016**

- Worked with marketing teams for Zigwheels, Diva, and Gaana on campaign and social creative.
- Designed marketing websites and landing pages for Prince Foundations, NCC, and RWD.

## **BUILT WITH AI**

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- **Tickr**: open source desktop time tracking app built with Tauri and Rust using AI-assisted development. Published on GitHub.
- **Figma Plugins**: custom plugins built with Codex to speed up repetitive design system and handoff tasks.

## **AWARDS AND RECOGNITION**

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- A' Design Award, Silver, Interface and Experience Design, for the ACT Fibernet mobile app redesign.
- Red Dot Design Award, for BlazeUp branding.
- IBDA Award, for BlazeUp branding.
- Paris Design Awards, Honorable Mention.
- Ruby Award, 2025. Lollypop's highest internal recognition for leadership, impact, and innovation.
- Pioneer Award, 2023, for innovative contribution and design leadership.
- Star Performer Award, 2021 and 2022.

## **EDUCATION**

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**B.E. Computer Science, AMACE** | Sep 2008 to May 2012

**Design and Animation, Frameboxx Animation and VFX** | Jul 2012 to Apr 2014

## **TOOLS**

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Figma, FigJam, Sketch, Adobe Photoshop, Adobe Illustrator, Adobe After Effects, Figma Make, Codex, Notion, Jira, Miro, Claude, HTML and CSS basics