

Zohdi Rizvi

Senior Product & UX Designer

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Professional Summary

Senior Product & UX Designer with 10+ years in banking, fintech and enterprise SaaS across India and the UAE. Hands-on design leadership spanning Intuit DevPortal, Amazon travel and payroll products, Xpence and RAKBANK. Connects research, interaction design and product strategy to complex workflows, partnering with product and engineering through validation and delivery. Uses AI-assisted exploration, research synthesis and functional prototyping to explore alternatives and test interactions early.

Professional Experience

Intuit

Senior UX Designer – Contract | Jun 2025 – Present [Read Case Study ↗](#)

Bengaluru, India | Contract through First Meridian | Developer Experience

- Designed Custom Metrics creation and management in DevPortal, with code and visual workflows using Base Metrics, Operators, Labels and in-place graph previews.
- Worked with product and engineering on a code-first MVP; the Visual Query Builder launched later. Refined prototypes through usability testing with nine participants and engineering handoff.
- Following the code-first MVP, 60% of the pilot group actively used DevPortal to create Custom Metrics across QuickBooks, Credit Karma, Mailchimp and other business streams.
- The programme recorded average incident-resolution time 30% below the existing MTTR baseline; an operational outcome with contributions beyond design.

Independent Product Design

Independent Product Designer | Oct 2023 – May 2025

Remote | Early-stage Teams

- Delivered a family-banking design prototype in four months, defining journeys and system flows; the work supported pre-seed fundraising and a banking-partner memorandum of understanding.
- Designed onboarding and core workflows for a resume and portfolio concept.

Amazon

UX Designer II – Payroll | Sep 2021 – Oct 2023 [Read Case Study ↗](#)

Hyderabad, India | Internal Travel and Payroll Products

- Led research and design for Secure Ground Transportation, covering eligibility, booking, request status and self-service changes, through testing and developer handoff.
- The redesigned service reduced average time from request to confirmation from 36 to 18 hours (50%), measuring elapsed service time.
- Co-designed Trail and employee payroll workflows; led UX for Reflect, a payroll defect-management tool. Scope included payslips, salary details, bank accounts and pay history.

Professional Experience Continued

Xpence

Head of User Experience | Jul 2019 – Aug 2021 [Read Case Study ↗](#)

Dubai, UAE | B2B Fintech and Business-spend Management

- Built and led a remote team of two UX designers and one visual designer, remaining hands-on from discovery through product launch.
- Worked with founders, product and engineering to shift a neobank concept into a focused business-spend product with account, corporate-card, expense and receipt-capture journeys.
- Led design with the team for invoicing and team modules after the card MVP; both launched during my tenure.
- Established a design system with reusable patterns and right-to-left support, creating a shared foundation across the product.

RAKBANK

Senior UX Designer | Jan 2015 – Jun 2019 [Read Case Study ↗](#)

Dubai, UAE | Consumer and Business Banking

- Owned UX and UI across web and mobile banking, improving information architecture, transaction flows and validation patterns.
- Led design for Salik AutoPay, an automatic road-toll recharge journey. Testing with Salik users informed action labels, balance information, enabled states and recharge choices before launch.
- Established UX processes and UI design guidelines adopted across the digital banking team.

Skills

Core: Product Design, User Experience (UX), User Research, Interaction Design and Design Systems.

Strategy and delivery: Product discovery, product strategy, information architecture, customer journey mapping, UI design, wireframing, prototyping, usability testing, research synthesis, stakeholder management and developer handoff.

Domains: Banking, fintech, enterprise SaaS, B2B products, payments and developer experience.

Tools and workflow: Figma, Miro, Maze, Jira and Confluence. Gemini for early concept exploration; NotebookLM for source-grounded research synthesis; Figma Make for concept prototypes; Codex and Claude Code for functional interaction prototypes.

Education

MBA in Marketing | ICFAI Business School, Ahmedabad

BBA in e-Business | Integral University

Certifications

UX Writing and Design Accessibility | Uxcel | 2023

Information Architecture | Udemy | 2019

Mobile UX Certified Professional | Interaction Design Foundation | 2015