

ZOHDI RIZVI

Senior Product & UX Designer

10+ Years · Fintech & Banking · Enterprise SaaS · Design Leadership



Email zohdi.rizvi@gmail.com · Phone +91 73551 94399 · Location Bengaluru, India · LinkedIn [/in/zohdirizvi](https://www.linkedin.com/in/zohdirizvi) · Portfolio zohdirizvi.com

Designing for Clarity. Building for Scale.

For over a decade I have worked as a Product Designer and UX Designer on regulated financial and enterprise products used by millions — from RAKBANK's banking platforms in Dubai, to business travel for 1.5M+ Amazon employees, to developer tooling at Intuit. Skilled in Figma, wireframe design, interaction design and stakeholder management, I pair research rigour with systems thinking to turn complexity into products that scale.

Fintech & Payments

Retail Banking

Enterprise SaaS

Developer Tooling

AI / LLM

Design Systems

Regulatory UX

EXPERIENCE

Intuit

Jun 2025 – Present

Sr. UX Designer (Contractor)

Bengaluru, India

Internal Developer Portal · Reliability & Observability Programs

- Redesigned Custom Metrics CRUD experience — improved validations, workflows and Engineering alignment, reducing MTTR by 30%.
- Built a Visual Metric Builder eliminating PromQL dependency, driving 60% user adoption growth within 3 months.
- Delivered an AI/LLM-powered metric setup experience improving developer satisfaction and cross-functional collaboration at scale.

Developer Experience

Enterprise SaaS

AI/LLM UX

Freelance — Product Design

Oct 2023 – May 2025

Independent Product Design Consultant

Remote

Early-Stage Startups · MVP Strategy to Funded Products

- Designed a family banking MVP in 4 months — user journeys, system flows and strategic design contributed to pre-seed funding and a signed MoU.
- Built an AI Resume & Portfolio Builder, improving onboarding flow and end-to-end customer experience.

Fintech MVP

Product Strategy

Fundraising Design

EXPERIENCE (CONTINUED)

Amazon

Sep 2021 – Oct 2023

UX Designer II — Payroll & Business Travel

Hyderabad, India

Internal Business Travel Platform · 1.5M+ Amazon Employees

- Redesigned core travel and trip-tracking flows — reduced booking time by 50% through research-led systems redesign.
- Grew unique monthly travellers by 30% within 6 months through usability improvements, workflow restructuring and compliance alignment.

Enterprise UX Finance & Payroll Systems Thinking

Xpence

Jul 2019 – Aug 2021

Head of User Experience

Dubai, UAE

Gulf B2B Spend Management Platform · Fintech Startup

- Led UX from zero to launch — shaped account journeys, design system and product strategy that enabled pre-seed funding and investor confidence.
- Built and managed a high-output remote design team, saving 70% in staffing costs while improving delivery cadence and design quality.

Fintech Design Leadership Design Systems B2B SaaS

RAKBANK

Jan 2015 – Jun 2019

Senior UX Designer

Dubai, UAE

Consumer & Business Banking · Web & Mobile Platforms

- Owned UX and UI across web and mobile banking — improved information architecture, transactional flows and validation patterns.
- Improved Salik auto top-up experience by 30% through user research, storytelling and cross-functional alignment.
- Established UX processes and UI design guidelines adopted as the standard across the digital banking team.

Retail Banking Mobile Banking Regulatory UX Design Process

SKILLS · EDUCATION · CERTIFICATIONS

SKILLS

- Product Design & Strategy
- UX Research & Synthesis
- Interaction Design & Wireframing
- Design Systems Architecture
- Stakeholder Management
- Customer Journey Mapping
- Prototyping & Usability Testing
- Figma & Design Tools
- Regulatory & Compliance UX
- Agile / Lean UX

EDUCATION

- **MBA — Marketing**
ICFAI Business School,
Ahmedabad
- **BBA — e-Business**
Integral University

CERTIFICATIONS

- **UX Writing**
Uxcel · 2023
- **Design Accessibility**
Uxcel · 2023
- **Info Architecture**
Udemy · 2019
- **Mobile UX Certified Pro**
IDF · 2015
- **Inbound Marketing Cert.**
HubSpot · 2015