

Summary

Senior product designer with 6 years of experience designing web, mobile and tablet products across sports, entertainment and health tech industries. **Two-time iF Design Award winner**. Currently designing sports products reaching **4.8M+ fans and 1.2B+ views**. A designer specialising in fan engagement and monetisation, who takes products from 0 to 1.

Awards



iF Design Award 2025 – UX Design
GameSense – Digital Sports Companion



iF Design Award 2024 – UX Design
Sport Entertainment & OTT Experience

Experience

Ovyo (for Deltatre)

AUG 2025 – PRESENT

Senior Product Designer (Full-time Contract)

- Led end-to-end product design for fan engagement and personalisation on **Lega Serie A** (1M+ downloads, 4.1 rating), **Saudi Pro League** (200K+ downloads) and **PBR**, delivering for **7 clients** across the US, Europe and the Middle East.
- Proposed a personalised fan wall over a standard card rail for each fan's favourite team and players; after launch, Saudi Pro League site's organic **traffic rose 25% to 3.8M**.
- Customised a **4,500+ component** white-label design system (atomic design, primitive and semantic tokens) to each client's brand, and contributed **50+ components** including custom sports data visualisations.
- Redesigned the **World Climbing** website in **3 weeks**, delivering 40+ desktop and mobile screens and a new 100+ component design system.
- Introduced **11 iOS and Android home screen widgets** for Saudi Pro League to improve retention.
- Extended Saudi Pro League into a **multi-device experience** with Live Activities on mobile and watch, across iOS and Android.
- Designed a **bilingual experience** that adapts between LTR and RTL layouts, built for Arabic-speaking fans in the Middle East market.

Maatra (MoonJar Technologies)

MAY 2025 – AUG 2025

Product Designer (Consultant)

- Owned 0-to-1 MVP design end to end and shipped **6 core features in 3 months**, working with the founders to define the product vision, UX strategy and experience architecture.
- Simplified sensitive health data capture by designing **SCARF-aligned journeys** and conversational flows, shaped by empathy mapping so the experience felt caring and calm.
- Ran cross-functional ideation workshops with founders and developers to align feasibility, user value and go-to-market priorities.
- Built a scalable **atomic design system** with semantic tokens to speed up engineering handoff.

Tata Elxsi

JUL 2023 – MAY 2025

Senior Experience Designer

- Led a team of 6 redesigning beIN SPORTS' web and mobile experience for Euro 2024, including 15 new tournament widgets; during the tournament the platform grew **viewership 27%** and passed **1.2B cumulative views**.

- Raised average video watch time on beIN from **0.4x to 1.2x** after the redesign launched.
- **Won two iF Design Awards (UX) in 2024 and 2025**, including for GameSense, a white-label sports app product built by a 9-designer team I led.
- Contributed to winning a **₹10Cr SuperSport deal**; the white-label solution is still used in Tata Elxsi pitches and has helped win 3+ more projects.
- Built and scaled design systems that cut design iteration time by 50%.
- **Trained 150+ designers** through Figma and UI-systems sessions.

Nitara

FEB 2022 - JUL 2023

Product Designer

- Designed web apps and a B2C mobile app for a dairy-tech product ecosystem.

Maslo Creative Consultancy

MAR 2021 - JUL 2022

Co-Founder & Designer

- Co-founded a multi-domain design consultancy (hospitality, real estate, fitness, fashion).

Education

BA (Hons) Product Design, Coventry University, UK

Skills

PRODUCT DESIGN	End-to-end product design for web, mobile (iOS, Android), tablet and wearables (watchOS, Wear OS) · Design systems · Conversational UX · Prototyping
LEADERSHIP	Led design teams of up to 9 · Sole designer from zero to launch
RESEARCH	Usability testing · Heuristic evaluation · Empathy mapping · User interviews · Competitive analysis · UX surveys
DOMAINS	Agri-tech · Sports and media · Health tech · Energy · Transportation
TOOLS	Figma, Figma AI, Miro, Adobe Photoshop, Illustrator, InDesign, After Effects, DaVinci Resolve, Cursor, Grok Bot, Claude, ChatGPT, Lovable, Webflow, Supabase
LANGUAGES	English, Arabic, Hindi, Malayalam