Mohamed Siddique

Product Designer

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SUMMARY

Product designer with 7 years of experience turning complex systems into clear, usable web and mobile interfaces, from AI-powered enterprise SaaS to payments at scale and 0-to-1 products.

EXPERIENCE

Product Designer 2, **Microsoft** Sep 2024 – Present

- Own the end-to-end design for the Teams admin center, spanning notifications, policy management, Copilot, and meeting monitoring systems, shaping workflows used by enterprise administrators across 300K+ tenants.
- Lead the design of AI-powered admin workflows (Copilot), defining how administrators monitor, interpret, and act on AI-generated insights.
- Defined a Copilot-led AI classroom experience inside Microsoft Teams as a concept for teachers and students.

Senior Product Designer, **Zepto** Feb 2024 – Sep 2024

- Led design for core grocery ordering experiences in a high-frequency, time-critical delivery product, optimizing for speed and conversion.
- Defined and launched the Zepto Ads platform (0 to 1), enabling advertisers to create and optimize campaigns, unlocking a new monetization stream.
- Partnered with product and growth teams to identify opportunities across the funnel, driving improvements in conversion and advertiser adoption.

Product Designer 2, **Flipkart** Apr 2022 – Feb 2024

- Led design for payments experiences used by 60M+ users, improving transaction clarity and reliability.
- Drove personalization initiatives, creating tailored experiences for multiple user cohorts, increasing engagement and repeat usage.
- In the growth charter, designed and tested 50+ A/B experiments across the shopping funnel to optimize conversion and revenue.

Product Designer, **Freshworks** Dec 2019 – Mar 2022

- Designed core CRM experiences, including lead capture and landing page builder, enabling marketers to create and launch campaigns independently.
- Led design for Shopify integrations, improving onboarding and cross-platform workflows for businesses.

UX Designer, **MaidSafe** Dec 2018 – Nov 2019

- Redesigned safenetwork.tech, improving clarity and accessibility of a complex decentralized web platform.
- Co-designed a decentralized browser (dApp) and desktop application, contributing to early-stage product direction and UX foundations.

EDUCATION

Bachelor's Degree in Information Technology, SSN College, Chennai Jul 2015 – May 2019

SKILLS

Core: Product Strategy, Systems Thinking, Interaction Design, Visual Design, User Research, Usability Testing

AI: AI Product Design (Copilot, LLM UX), Prompt Design, Conversational UX

Execution: Prototyping (Figma + Code), Design Systems, Scalable UX

Tools & Coding: Figma, HTML, CSS, JavaScript, C++, Swift