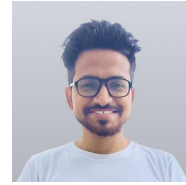


# SAYEED AFZAL KHAN



## Head of Design | Design Leader | Toptal Top 3% Verified

15-Person Design Team • 150+ Products • 10 Years Experience • Enterprise & Startup

Bangalore, India • +91 80737 34941 • sayeedafzal1440@gmail.com

[sayeedafzalkhan.com](http://sayeedafzalkhan.com) • [linkedin.com/in/sayeedafzalkhan](https://linkedin.com/in/sayeedafzalkhan)

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## SUMMARY

Head of Design with 10 years of experience building and leading product design teams across fintech, travel tech, enterprise SaaS, and consumer platforms. Founded Wilson Wings, where I hired and managed a 15-person design team, set design OKRs, owned design budgets, and built design operations from the ground up. Delivered landmark projects including Volkswagen Cariad design system (200+ components), BeatRoute CRM (5,000+ agents), and BranchX neobanking (28%→72% onboarding completion, \$5M raise). Toptal Top 3% verified globally. Known for building a critique culture, mentoring junior designers to senior level, and aligning design strategy with business outcomes.

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## EXPERIENCE

### Wilson Wings Private Limited | Bangalore, India

**Head of Design & Founder** Jan 2020 – Present

- Built design org from zero: hired and managed a 15-person team spanning UI/UX designers and brand/graphics designers, structuring roles, career ladders, and growth paths
- Owned design budget and external hiring; sourced, interviewed, and onboarded all design talent; maintained <10% annual attrition through structured mentorship and performance reviews
- Defined quarterly design OKRs aligned to company revenue targets; ran weekly design reviews, monthly retrospectives, and bi-annual team off-sites
- Established design operations: Figma component library governance, versioning protocols, design-to-dev handoff documentation, and QA checklists that reduced rework by 35%
- Led design direction for Volkswagen Cariad (connected vehicle software): 200+ component design system with tokens, documentation, and multi-team governance; reduced dev handoff time 40%
- Directed BranchX neobanking design end-to-end: onboarding, KYC, transaction flows, and card kit; improved completion 28%→72%, contributing to \$5M pre-Series A funding round
- Oversaw BeatRoute field CRM design for 5,000+ agents: role-based UI architecture, route planning, and analytics dashboards; cut agent onboarding time by 30%
- Managed design for Kinara Capital brand strategy: full visual identity, packaging, and collateral ahead of Series D funding announcement
- Presented design strategy and rationale to C-suite at L&T, Volkswagen Group, and Aditya Birla while maintaining Clutch 4.9★ agency rating across 150+ delivered projects

### Travlo – AI Travel Platform (travlo.io) | Bangalore, India

**Founder & Head of Product Design** Jan 2022 – Present

- Set entire design vision and direction for Travlo from 0→1 – IA, design system, booking flows (flights, hotels, buses), AI trip planning, discovery, and post-booking experience
- Built and managed design-development workflow for cross-platform product (iOS, Android, Web) with design tokens, component library, and versioned Figma files
- Achieved 70–80% checkout completion vs. 40–60% OTA industry average; 10,000+ downloads, 4.5★ rating

**Toptal** | Remote – Global Network

**Senior Product Designer (Top 3% Global Talent)** Aug 2023 – Present

- Selected through rigorous 5-stage global screening with an under 3% acceptance rate
- Baya Systems (US): Led data visualization design for cache infrastructure monitoring, including real-time dashboards, knowledge graphs, alert systems, and full HTML/CSS/JS implementation
- Directed design critique and quality reviews across client engagements, also established feedback loops with engineering teams
- Brave Thinking Institute (US): Led the strategy and end-to-end design for the entire LMS portal that caters to 200K users across the globe.

**Cuion Technologies** | Bangalore, India

**UI/UX Designer** Jul 2018 – Dec 2019

- Designed 30+ responsive websites; established first design processes and component reuse practices at the company
- Developed brand identity systems for 15+ businesses; typography, colour systems, guidelines

**Adobe Metal Products** | Bangalore, India

**Design Engineer** Aug 2017 – Dec 2019

- Mechanical product design using SolidWorks, including sheet metal enclosures, structural components, and manufacturing drawings; systems thinking from engineering directly informs design system architecture today

## SIGNATURE PROJECTS

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<b>VW Cariad</b>	Design system: 200+ components, design tokens, multi-team governance, 40% faster dev handoff
<b>BranchX</b>	Neobanking onboarding 28%→72% completion – language-first UX, Aadhaar KYC, migrant worker flow, \$5M raise
<b>BeatRoute</b>	Field CRM for 5,000+ agents – role-based UI, route planning, analytics; 30% faster agent onboarding
<b>Travlo</b>	AI travel platform – 10K+ downloads, 4.5★, 70–80% checkout vs 40–60% industry avg
<b>Kinara Capital</b>	Full brand strategy, visual identity, packaging and collateral – pre-Series D rebrand

## SKILLS

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<b>Design Leadership</b>	Design org building, team hiring (15+ designers), OKR setting, design budget ownership, critique culture, design ops, career development frameworks
<b>Design</b>	Product design, UX/UI, design systems, interaction design, visual design, information architecture, motion design, brand strategy, mobile-first design
<b>Research</b>	User research, usability testing, A/B testing, heuristic evaluation, user interviews, journey mapping, Mixpanel, Amplitude, Hotjar, PostHog
<b>Tools</b>	Figma, Framer, Adobe Creative Suite, ProtoPie, Principle, Lottie, Webflow, Miro, FigJam, Jira, Linear, Notion
<b>Domains</b>	Fintech, travel tech, enterprise SaaS, AI/ML, Web3/DeFi, e-commerce, EdTech, B2B, B2C, marketplace

## EDUCATION

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**Bachelor of Engineering — Mechanical Engineering** | VTU, Karnataka | 2017