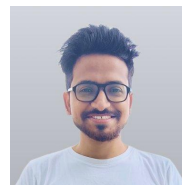


# SAYEED AFZAL KHAN

## Senior Product Designer | Toptal Top 3% Verified

10 Years Experience • 150+ Products • Fintech, Travel, Enterprise, AI, Consumer  
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## SUMMARY

Senior Product Designer with 10 years of end-to-end product design experience across fintech, travel tech, enterprise SaaS, AI products, and consumer apps. Founded Wilson Wings, a 25-person design studio that delivered 150+ digital products across 15 countries for clients including Volkswagen, L&T, and Aditya Birla. Built and shipped Travlo, a self-funded AI travel platform with 10,000+ downloads, 4.5★ rating, and 70–80% checkout completion. Led BranchX neobanking redesign from 28% to 72% onboarding completion, contributing to a \$5M pre-Series A round. Expert in design systems, complex user journeys, research-driven UX, and design-to-dev collaboration. Toptal Top 3% verified globally.

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## EXPERIENCE

### Wilson Wings Private Limited | Bangalore, India

#### Senior Product Designer and Founder Jan 2020 – Present

- Founded and scaled a 25-person product design studio delivering 150+ digital products across web, mobile, and brand in 15 countries
- Hired and mentored a 15-person design team, establishing critique culture, career growth frameworks, and Figma-based design operations that reduced rework by 35%
- BranchX neobanking: led end-to-end design for onboarding, Aadhaar KYC, transaction flows, and physical card kit; improved onboarding completion from 28% to 72%, contributing to \$5M pre-Series A raise
- Volkswagen Cariad: built a 200-component design system for connected vehicle software with full design tokens, documentation, and multi-team governance; reduced dev handoff time by 40%
- BeatRoute CRM: designed a field sales platform for 5,000+ agents, including route planning, order management, and analytics dashboards; reduced agent onboarding time by 30%
- NestFi, CorpCare, Hyperion: designed crypto trading, corporate fund management, and DeFi platforms, balancing complex financial functionality with accessible UX
- Kinara Capital: led full brand strategy, visual identity, and collateral redesign ahead of Series D funding announcement
- Presented design strategy and rationale at C-suite level to Volkswagen Group, L&T, and Aditya Birla; maintained Clutch 4.9★ rating across all engagements

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

#### Founder and Lead Product Designer Jan 2022 – Present

- Designed full product from 0 to 1: information architecture, flight, hotel, and bus booking flows, AI trip planning with conversational agent (Bobo), and post-booking experience
- Conducted 40+ user research interviews; simplified onboarding from 8 steps to 4, improving trip creation rate from 20% to 70%
- Designed round-trip SSR screens (seat, meal, baggage selection) and fare transparency system, adapting to airline-specific rules; reduced booking errors by 60%
- Achieved 70–80% checkout completion against a 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): designed real-time data visualisation UI for cache infrastructure monitoring, including dashboards, knowledge graphs, and alert systems; implemented full style guide in HTML/CSS/JS
- Confetti Studio: designed a gaming payment portal and native iOS/Android app flows with multi-currency UX

- Life SOULutions: redesigned EdTech learning platform with adaptive progress tracking and gamified rewards; improved session completion by 38%

## **Cuion Technologies** | Bangalore, India

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

- Designed 30+ responsive websites and 5 mobile apps across e-commerce, healthcare, and real estate
- Developed brand identity systems for 15+ businesses, including logo, typography, colour systems, and guidelines

## **Adobe Metal Products** | Bangalore, India

**Design Engineer** Aug 2017 – Jun 2018

- Mechanical product design using SolidWorks for industrial clients; engineering rigour and systems thinking directly inform design system architecture and component-level UX today

## KEY PROJECTS

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<b>BranchX</b>	Neobanking onboarding, KYC, transactions, card kit; 28% to 72% completion; \$5M pre-Series A funding
<b>VW Cariad</b>	Design system: 200+ components, tokens, multi-team governance; 40% faster dev handoff
<b>Travlo</b>	AI travel platform; 10,000+ downloads, 4.5★, 70 to 80% checkout vs 40 to 60% industry average
<b>BeatRoute</b>	Field CRM for 5,000+ agents; route planning, order management, analytics; 30% faster onboarding
<b>Kinara Capital</b>	Full brand strategy and visual identity system; pre-Series D rebrand

## SKILLS

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<b>Design</b>	Product design, UX/UI, design systems, interaction design, information architecture, visual design, motion design, brand strategy, mobile-first and responsive design
<b>Research</b>	User research, usability testing, A/B testing, heuristic evaluation, user interviews, journey mapping, competitive analysis, Mixpanel, Amplitude, Hotjar, PostHog
<b>Leadership</b>	Team hiring and mentoring (15+ designers), design ops, OKR setting, design reviews, critique culture, cross-functional alignment, stakeholder presentations
<b>Tools</b>	Figma, Framer, Adobe Creative Suite, ProtoPie, Principle, Lottie, Webflow, Miro, FigJam, Jira, Linear, Notion
<b>Technical</b>	HTML, CSS, JavaScript, React Native (UI layer), payment UX (PayU, Razorpay), design-to-dev handoff, design system documentation
<b>Domains</b>	Fintech, travel tech, enterprise SaaS, AI products, Web3/DeFi, e-commerce, EdTech, B2B, B2C, marketplace

## EDUCATION

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

Started career as a Mechanical Design Engineer before transitioning into digital product design. An engineering background directly shapes systems thinking, component architecture, and technical collaboration with developers.