

# MD SHAHEER AHMED

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| EDUCATION         | <b>Christu Jyothi Institute of Technology and Science</b><br><i>B.Tech in Computer Science &amp; Engineering</i><br>• CGPA: 7.8<br><b>ABV Junior College</b><br><i>Intermediate in MPC</i><br>• Score: 906/1000                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Jangaon, Telangana, India<br>2021 - 2025<br>Jangaon, Telangana, India<br>2019 - 2021 |
| SKILLS            | <b>Languages:</b> English, Hindi, Telugu.<br><b>Programming &amp; skills:</b> C/C++<br><b>Design skills:</b> Design Thinking, Digital Product Design, UX Design, User Research, UI Design, Visual Design, Wireframing, Prototyping, Information Architecture, AI<br><b>Web Technologies:</b> HTML, CSS, Javascript<br><b>Tools:</b> Figma, Jira, Miro, Framer, Git, SQL                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                      |
| EXPERIENCE        | <b>Tatvacare</b>   Associate Product Designer<br>• Led the full redesign of PillUp (pre-sorted medicine delivery), rebuilding the reorder flow to cut friction.<br>• Automated the quote creation process, eliminating a 6-hour operational turnaround time by designing an instant generation flow.<br>• Shipped a self-troubleshooting flow for CGM users, reducing related support tickets by 40% without dev dependency.<br>• Built and shipped a gamified metabolic coaching experience, transforming static content into an interactive journey increasing user retention by 17%<br>• Designed the end-to-end in-app experience for GoodFlip's smart ring, collaborating closely with the Dev and design teams to shape the flows<br>• Integrated AI-driven prescription validation, reducing operational bandwidth and optimizing lead prioritization through transparent, educational error-state UX.<br>• Conceptualized and developed "Health Love Swipe," a swipe-based recipe generator designed to boost user engagement and product delight. | Jul 2025 - Present                                                                   |
| INTERNSHIPS       | <b>Setu by Pine Labs</b>   Product Designer Intern<br>• Designed whitelabeled eNACH flows for seamless customer auto-debit setup<br>• Shaped eNACH Bridge and Admin Console flows for NBFC onboarding<br>• Conceptualized an AI-powered chatbot for Bridge to reduce support tickets.<br>• Built Nexus v2 using AI, a demo platform to enable Sales and CS teams to showcase whitelabeled products eliminating a 3-day TAT.<br><b>Blackbucks Education pvt ltd.</b>   Product Designer Intern<br>• Designed visually pleasing, data-rich dashboards to enhance user engagement.<br>• Reduced quiz drop-offs by 40% via UX audit and streamlined redesign                                                                                                                                                                                                                                                                                                                                                                                                   | Jan 2025 - Jun 2025<br>Oct 2024 - Dec 2024                                           |
| ACADEMIC RESEARCH | BV Pranay Kumar, Md Shaheer Ahmed, M. Sadanandam. Designing a Safe Ecosystem to Prevent Deepfake-Driven Misinformation on Elections. <i>Digital Society</i> 3, 19 (2024).<br><a href="https://doi.org/10.1007/s44206-024-00107-0">https://doi.org/10.1007/s44206-024-00107-0</a>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                      |
| PROJECTS          | <b>Natural Language Processing for Sentiment Analysis on IMDB Dataset</b><br><i>Research Project under the supervision of Prof. Dr. BV Pranay Kumar</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Apr 2024                                                                             |

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| CERTIFICATIONS       | <b>NPTEL</b>   Cloud computing certification - Scored Top 5%                 | Sept 2024 |
|                      | <b>LinkedIn Learning</b>   Design User Experiences with Figma                | Sept 2024 |
|                      | <b>LinkedIn Learning</b>   UX Foundations: Style Guides and Design Systems   | Sept 2024 |
|                      | <b>Accenture</b>   Digital skills: User experience                           | Aug 2024  |
| POR                  | <b>Lead of Design Club</b>   Technozeal, CJITS, JN                           | 2024      |
| EXTRA<br>CURRICULAR  | <b>NYKS volunteer</b> , National Youth Festival 2024 Participant             |           |
|                      | <b>First prize</b> , District Level Declamation Contest 2023 Winner          |           |
| ACADEMIC<br>SERVICES | <b>Reviewer for:</b> <i>AI and ethics</i> , ISSN: 2730-5961 Springer Nature, |           |