

Md Shaheer Ahmed

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EXPERIENCE



Associate Product Designer

Tatvacare Jul 2025 - Present

Designed PillUp, a D2C pre-sorted medicine service, for a year. Now designing GoodFlip, a D2C metabolic health platform.

- Designed in-app self-troubleshooting for CGM users stuck waiting hours on support. **52% of disconnections now resolve without it.**
- Rebuilt the metabolic program around daily participation habits. Day 1 to day 7 retention went **from 3% to 23%.**
- Replaced a **six-hour manual medicine quoting process** with instant quote generation.
- Redesigned the PillUp application end to end, **increasing order rates by 11%** and strengthening brand recognition and recall.
- Designed the end-to-end app experience for **Smart Ring**, GoodFlip's next hero device, translating its hardware signals into an intuitive daily experience.
- Transformed the PillUp prescription upload experience by replacing upload ambiguity with clear AI guidance and transparent feedback, driving **higher lead quality.**



Product Design Intern

Setu by Pine Labs Jan 2025 - Jun 2025

- Designed **white-labelled eNACH flows** for customers setting up auto-debit in their lender's app.
- Designed **eNACH Bridge and the Admin Console** end to end, the tools NBFCs onboard through.
- Rebuilt Nexus v2 in Next.js for Sales to white-label demos themselves, cutting a **2-day design dependency to 10 minutes.**



Product Design Intern

Blackbucks Education Oct 2024 - Dec 2024

- Audited and redesigned where students abandoned quizzes. **Drop-offs fell 40%.**
- Designed data-rich dashboards that made student progress clear at a glance.

EDUCATION

B.Tech, Computer Science and Engineering

Christu Jyothi Institute of Technology and Science, Jangaon, India 2021 - 2025

SKILLS

Design	Product design, UX research, design systems, information architecture, prototyping, usability testing, visual design
Tools	Figma, Framer, Miro, Jira, Git
Build	HTML, CSS, JavaScript, React, Next.js
AI	Claude, AI-assisted design and prototyping

CERTIFICATIONS

Google UX Design Professional Certificate

Coursera

RESEARCH

Paper	<u>Designing a Safe Ecosystem to Prevent Deepfake-Driven Misinformation on Elections.</u> <i>Digital Society</i> 3, 19 (2024). Springer Nature.
Reviewer	<i>AI and Ethics</i> (ISSN 2730-5961), Springer Nature. <u>More on ORCID</u>