

SAJID MOINUDDIN

Design Director | Product Strategy | UX Leadership | Customer Experience | Brand Systems

Mumbai, India

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PROFESSIONAL SUMMARY

Design Director with 25+ years of experience transforming complex business challenges into intuitive customer experiences across digital products, enterprise brands, editorial systems, and integrated marketing.

My career has been built on designing systems that help people navigate complexity—whether through healthcare platforms, fintech products, identity management solutions, enterprise workplaces, or large-scale publishing ecosystems. By combining product strategy, UX research, visual storytelling, and design systems, I help organizations translate business objectives into experiences that customers understand, trust, and enjoy using.

Experienced in leading multidisciplinary teams, partnering directly with founders and executive stakeholders, and driving projects from discovery through launch by aligning user needs, business goals, and technical feasibility.

CORE COMPETENCIES

Design Leadership
Design Thinking
Product Strategy
UX Strategy
Customer Experience
User Research
Design Systems
Interaction Design
Service Design
Creative Operations
Stakeholder Management
Cross-functional Leadership
Workshop Facilitation
Information Architecture
AI-Enabled Design Workflows

Tools

Figma • FigJam • Miro • Adobe Creative Cloud • ChatGPT • Adobe Firefly • Midjourney

PROFESSIONAL EXPERIENCE

Creative Director

HB Design Pvt. Ltd. | Mumbai

2024 - Present

Lead a multidisciplinary design consultancy delivering customer-centric digital experiences, enterprise branding, and integrated communication programs across healthcare, technology, consulting, media, and professional services.

Partner directly with founders, CEOs, and executive leadership to align business strategy with design, leading multidisciplinary teams from discovery through execution across digital products, websites, enterprise environments, and brand ecosystems.

Key Achievements

- Lead cross-functional teams comprising designers, developers, architects, writers, photographers, and specialist consultants across multiple concurrent engagements.
- Partner directly with founders and executive stakeholders to define product vision, customer experience, brand strategy, and communication systems.
- Own projects from discovery and stakeholder alignment through creative direction, implementation, delivery, and executive presentations.
- Manage project planning, timelines, resource allocation, and multidisciplinary collaboration while maintaining design quality across all deliverables.
- Deliver integrated design solutions spanning product experiences, responsive websites, enterprise branding, environmental graphics, and internal communication systems.
- Introduced AI-assisted creative workflows to accelerate concept development, content generation, and production efficiency while maintaining creative consistency.

Representative Clients

Technology

- Tata Consultancy Services (TCS)
- Accenture
- WNS

Healthcare

- Dr. P. K.
- BIMS
- Gynoveda

Media

- TV Asia USA
- SEEMA Network
- Box Office India

Professional Services

- Cyril Amarchand Mangaldas

Head of Design

Sigmoid Frogs | Mumbai

2020 – 2023

Led product strategy and UX for healthcare, fintech, and identity management platforms while managing a team of 5–6 UI/UX designers and collaborating directly with founders and engineering teams.

Key Achievements

- Directed end-to-end product design across multiple digital platforms, leading discovery, UX strategy, interaction design, design systems, prototyping, and product launch.
- Conducted user research, stakeholder workshops, competitive analysis, and usability testing to validate product direction and improve customer experience.
- Built scalable design systems and reusable UI libraries in Figma, improving consistency across product ecosystems.
- Mentored and led a multidisciplinary design team through regular reviews, collaborative workshops, and iterative product refinement.
- Worked closely with founders and engineering teams to align business objectives, user needs, and technical implementation.

Selected Product Leadership

BitPass – Blockchain Identity Management Platform

- Recognized a critical limitation in traditional password managers and defined a passwordless authentication strategy built around biometric identity and blockchain technology.

- Identified market opportunities through competitive analysis of established password management platforms and positioned the product around facial recognition and voice authentication as its primary differentiator.
 - Led the end-to-end design process from concept through U.S. market launch, including user journeys, interaction design, design systems, usability testing, and stakeholder reviews.
 - Collaborated with founders and engineering teams to simplify complex blockchain and biometric technologies into intuitive customer experiences.
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BluPack – Digital Medication Adherence Platform

- Identified a critical gap in medication adherence through market research, recognizing that patients—particularly senior citizens and individuals with chronic conditions—often missed scheduled doses or consumed incorrect dosages due to complex medication routines.
 - Led the product strategy and end-to-end experience design for a first-of-its-kind medication management platform that combined a mobile application with individually packaged, prescription-based daily sachets, simplifying medication adherence and reducing unnecessary medicine waste.
 - Conducted user research with pharmacists, caregivers, senior citizens, assisted living facilities, and patients to understand behavioral challenges and design a solution around real-world healthcare needs.
 - Designed the complete patient journey, integrating prescription management, dosage scheduling, reminder systems, and physical packaging into a seamless service experience that supported long-term treatment compliance.
 - Collaborated closely with founders, pharmacists, developers, and healthcare stakeholders to translate complex medication workflows into an intuitive customer experience.
 - Successfully launched the platform, where it received positive feedback—particularly from senior citizens and caregivers—for making medication management simpler, more reliable, and easier to integrate into daily routines.
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Stocks & Karma – Behavioural FinTech Investment Platform

- Identified a significant gap in the retail investment market by recognizing that the greatest barrier for first-time investors was not access to trading platforms, but the fear and uncertainty associated with making investment decisions.
- Defined the product strategy for a behavioural fintech platform designed to build investor confidence through education, guided learning, and mentorship from experienced market participants.
- Conducted behavioural research, user interviews, and competitive analysis to understand the needs of first-time investors, young professionals, and individuals with limited financial literacy.

- Designed an end-to-end investment learning experience that enabled users to observe experienced traders, understand their decision-making process, and gradually transition to independent investing.
 - Introduced the **Karma Engine**, a trust and reputation system that evaluated advisors based on the historical accuracy and consistency of their recommendations, helping users identify credible experts before making investment decisions.
 - Led UX strategy, interaction design, information architecture, and design system development while collaborating closely with founders, financial advisors, and engineering teams.
 - Successfully launched the platform, receiving positive feedback for making investing more approachable, educational, and confidence-building for new investors.
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Earlier Experience

Creative Director – HB Design Pvt. Ltd.

Art Director – Grazia India – 2008 - 2009

- Led the redesign of the Indian edition of *Grazia*, evolving the publication's editorial design system while preserving the visual standards of the international brand across print and lifestyle content.

Art Director – HT Café | Hindustan Times – 2006 - 2008

- **Led the design and launch of HT Café**, establishing a contemporary editorial system for one of India's leading newspaper lifestyle supplements.

Senior Art Director – FCB Horizon, Dubai – 2000 - 2006

Art Director – Bozell, Dubai – 1995 - 2000

Education & Certifications

- Post Graduate Diploma in Visual Design & User Experience – IIT Hyderabad
- Google UX Design Professional Certificate
- Bachelor of Business Administration (BBA)
- Diploma in Applied Arts