

Khalida Begum

Product Designer | SaaS | AI-Assisted Product Designer

Product Designer with 7 years of experience designing SaaS products from discovery to delivery. Experienced in user research, interaction design, design systems, and collaborating with product managers and engineers to deliver user-centered solutions. Passionate about using AI to accelerate design workflows while maintaining a strong focus on usability and business outcomes.



CONTACT

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[Portfolio](#)

EDUCATION

UNIVERSITY OF SCIENCE & TECHNOLOGY MEGHALAYA

MCA
2015-2018

GAUHATI UNIVERSITY

B.Sc. Honrs. (Mathematics)
2011-2014

SKILLS

UX:

User Research
Usability Testing
Information Architecture
Interaction Design

UI:

Visual Design
Design Systems
Accessibility
Responsive Design

Tools:

Figma
FigJam
Adobe XD

AI:

ChatGPT
Claude
Figma AI
Lovable

WORK EXPERIENCE

Enparadigm Solutions – Senior Product Designer

2021–now

- Designing user-centric SaaS product experiences across web and mobile platforms, focusing on usability, accessibility and intuitive workflows.
- Collaborating with product managers, developers and stakeholders to understand requirements and translate business goals into effective design solutions.
- Creating user flows, wireframes, prototypes and high-fidelity interfaces using Figma and Adobe XD.
- Contributing to product brainstorming sessions, feature enhancements and UX improvements across multiple product areas.
- Developing reusable UI components and maintained design consistency across digital products.
- Working closely with engineering teams to ensure smooth design implementation and delivery.

PaisaWapas – Product Designer

2019–2021

- Translated product requirements into high-fidelity designs and interactive prototypes for web and mobile experiences.
- Designed user interfaces, visual concepts, and interaction patterns to improve product usability and consistency.
- Collaborated with cross-functional teams including developers, marketers and product stakeholders.
- Created responsive designs aligned with user needs, business objectives and brand guidelines.
- Supported product improvements through iterative design solutions and feedback analysis.

Brandhero – Associate Designer

Aug 2019 – Nov 2019

- Designed responsive web and mobile interfaces with focus on usability and visual consistency.
- Created wireframes and interactive prototypes to support design validation and stakeholder communication.
- Delivered client projects from initial concepts through final implementation.
- Designed digital marketing assets and visual content for client requirements.

ACHIEVEMENT

CERTIFICATE OF APPRECIATION – 2021
By Aditya Birla Capital

BEST UI PERFORMER OF THE WEEK – 2019
Issued by DesignBoat UI UX School

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CERTIFICATION

Pro UI/UX Design
Designboat UI/UX School

Webflow Design Certificate
Designboat UI/UX School

UX Design
Designnners Academy

FIGMA Tool Expert
Designnners Academy