

ASHIK SHIHAB

Product Designer | UI/UX Designer

Phone: +91 95625 39257 | Email: ashikshihab101@gmail.com | Portfolio: ashikshihab.github.io | [LinkedIn](#)

Designer with 4 years at a B2B SaaS company. I take complex, data-heavy software and make it usable for the non-technical people who run the business, and I settle design debates with behavioural data rather than opinion. I also build what I design, shipping both products' marketing sites in production and building AI tools that cut the design team's routine work. At Turbolab I own end-to-end design across three products (including ScrapeHero, serving 14,000+ customers with Fortune 50 companies among them), built the design system across every surface, and lead a small design team.

SKILLS

Design: Product Thinking · Product Strategy · UX Strategy · Information Architecture · Interaction Design · Dashboard Design · Data Tables · Filtering & Query Systems · Data Visualisation · Mobile App Design · Responsive Design · Prototyping · Wireframing · Design Systems · Accessibility · AI-Assisted Design

Research & Data: Journey Mapping · Usability Testing · Session Recording Analysis · User Analytics · Stakeholder Interviews · Competitive & Market Research · Hypothesis-Driven Design · Data-Informed Decision Making · Conversion Optimisation

Tools and Build: Figma · Notion · Claude Code · HTML · CSS · JavaScript · WordPress · Elementor · WooCommerce

EXPERIENCE

UI/UX Designer | Turbolab Technologies · Kochi, Kerala, India

Jul 2023 - Present

MetricsCart (*Digital Shelf Analytics SaaS*)

- Own end-to-end design of an analytics platform ops teams use to track 200+ SKUs across retailers.
- Turned a one-page requirements doc into the shipped V1: 30+ screens covering filtering, dashboards, and a multi-level geographic drill-down, now in production.
- Chose standard column filters over a chip-based query builder after prototyping both at mid-fi, matching the pattern to the users who spend the most time in the table. Scoped the advanced builder to v2.
- Replaced a proposed 30-column monitoring table with an expandable sub-row layout, keeping the default view scannable while preserving full detail on demand.

ScrapeHero (*Data-as-a-Service ecosystem*)

- Led the first unified UX across 3 surfaces for a company serving 14,000+ customers, including Fortune 50 companies.
- Redesigned Data Store discovery and checkout with industry-standard filters, dataset metadata (freshness, coverage) on listing cards, and product pages that lead with historical data.
- Reworked Cloud's marketplace and subscription flow, surfacing a buried Plan Upgrade path, lifting conversion about 15% and cutting drop-off about 10% (validated with session recordings and analytics).
- Rebuilt scrapehero.com navigation where key products were missing and users kept looping, settling a five-way stakeholder split by testing the options against session-recording data.

Intell (*News-Intelligence Platform*)

- Designed a search system that lets non-technical researchers build multi-condition searches (people, organisations, publications, sentiment) with a plain-language path for most users and a full AND/OR builder for power users.
- Added saved searches and automated alerts so recurring monitoring runs without rebuilding queries each session.

Design system and AI workflow

- Built and maintain Turbolab's first shared design system: design tokens, data-table and filter-bar components, and page templates used across every product.
- Brought Claude and custom GPTs into the team's workflow for graphics, copy, and competitive audits, cutting turnaround on routine tasks.
- Lead a 5-person design sub-team (1 direct report, 4 dotted-line), running design QA and design system contribution reviews.

Visual Designer | Turbolab Technologies · Kochi, Kerala, India

Aug 2022 - Jul 2023

- Built and shipped the MetricsCart and ScrapeHero marketing sites end-to-end.
- Restructured the MetricsCart marketing site from feature-led to solution-led, generating around 12 qualified demo requests a month from a baseline of zero. Primary CTA clicks grew about 16x (roughly 500 to 8,000 a month).
- Built the visual foundation, brand identity, and first reusable UI patterns that became the base of the design system.

Freelance UI/UX Designer | During university

Feb 2019 – Jul 2022

- Shipped a collaboration web app for wedding photographers, end-to-end UI/UX for two e-commerce sites, and branding for international clients.

PROJECTS

Slotbox | Solo end-to-end product design

- A two-sided concept platform where independent urban-Indian venues (gyms, restaurants, supermarkets) run their own screen promos for free, then rent out ad slots they approve.
- Reframed the pitch from "sell ad space" to "give owners control" after finding venues resist ads to protect their walls, not to avoid money. The product leads with a free self-serve tool and keeps ad revenue opt-in on the owner's terms.
- Designed two surfaces to opposite needs: a phone-first owner app usable one-handed between customers, and an analytics-first advertiser dashboard with proof-of-play reporting.
- Chose flat weekly pricing over CPM, trading precision for lower friction for small local buyers.

EDUCATION

B.Tech, Electronics and Communication Engineering

Aug 2018 - Jul 2022

A. P. J. Abdul Kalam Technological University