

# SHAHRUKH AZHAR

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## PROFESSIONAL SUMMARY

Product design leader with 12+ years delivering B2B SaaS, enterprise platforms, and AI products from concept to scale. Led design at Unlayer (YC W22) through product transformation and enterprise growth. Founded Phoenix.Design in 2019, embedding design teams with product organizations across North America, the Gulf, and Pakistan. Strong track record shipping high-impact product experiences that drive measurable business outcomes.

## PROFESSIONAL EXPERIENCE

### Phoenix.Design — Dubai, UAE

*Founder & Principal Product Designer | Sep 2019 – Present*

Founded and scaled a product design studio that embeds design teams inside client organizations. Partner directly with founders and product leaders to set product direction, UX architecture, and scalable design systems.

- Built and placed design teams at enterprise and SaaS clients including Foodics, STC, Dealpath, and Listen Labs
- Led engagements across F&B; tech, generative AI, enterprise software, and ServiceNow-related platform work
- Scaled studio operations to support multiple concurrent client engagements without sacrificing craft or delivery quality
- Established culture around delivery-focused, design-oriented work with core principle: people, design, money — in that order

### Ferd.AI — Remote

*Founder | Oct 2024 – Present*

Building AI-powered design ops and front-end development tooling. First version was overtaken by rapid AI landscape shifts; pausing to rethink approach and relaunch when timing aligns with market readiness.

### Unlayer (YC W22) — Dubai, UAE

*Lead Product Designer | Aug 2022 – Jan 2026*

Joined as product designer for widely-adopted embeddable email builder (Netflix, Bank of America, Fidelity). Grew into leading design across entire product, managing template design team and driving full product experience transformation.

- Led product experience redesign clarifying complex builder workflows while preserving depth for power users
- Managed template design function, establishing quality standards and throughput for high-volume content surface
- Reduced support tickets around image editing and resizing through UX improvements
- Improved discoverability of controls and reduced user errors through cleaner editing experience

- Strengthened enterprise credibility through systematic design improvements

## **Sendoso — Phoenix, AZ**

*Senior Product Designer | Oct 2019 – Jul 2022*

Joined during \$100M funding round. Designed end-to-end gifting platform including fulfillment, integrations, Salesforce managed apps, and recipient experiences.

- Achieved ~30% increase in monthly active users through unified Touch creation flow and marketplace redesign
- Co-created Cameo integration enabling personalized video messages with gifts, driving significant product marketing momentum
- Designed unified send tracker and notification system providing shared visibility for marketers and sales teams
- Moved Teams & Users into main navigation with enterprise-ready role and license flows

## **Kwanso — Lahore, Pakistan**

*Senior UX Designer | May 2017 – Jan 2019*

Operated as sole designer among 40+ engineers. Owned UX across retail, ecommerce, automations, edtech, and healthtech products for startups and established brands.

- Shipped products that helped startup clients raise \$20M+ in pre-seed rounds, with design polish as clear advantage
- Designed Whirlpool Bluetooth-connected product experiences within complex hardware-software context
- Set information architecture, interaction models, and visual quality across diverse product portfolio

## **TkXel — Lahore, Pakistan**

*UI/UX Designer | Feb 2014 – Sep 2016*

Started as graphic designer, became second person in design department. Helped grow design from two-person team into standalone department serving major enterprise and consumer brands.

- Designed for TCS Pakistan, Ford, Barclays, NBCUniversal, and other enterprise and consumer brands
- Owned discovery, wireframing, prototyping, and stakeholder presentations across web and mobile projects

## **PopCorn — Lahore, Pakistan**

*Co-Founder | Jan 2015 – Jan 2016*

Co-founded design and digital media agency. Shipped websites and brand work for consumer brands including Royal Balm and Fatburger.

## **SKILLS**

**Core Competencies:** Product & UX Strategy, Design Leadership, Design Systems & Operations, B2B & Enterprise Products

**Domain Expertise:** B2B SaaS, Enterprise Platforms, Developer Tools, AI Products, Design Team Scaling

## **EDUCATION**

### **Bahria University — Lahore, Pakistan**

Bachelor of Science in Information Technology (Project Management Focus) | 2014 – 2018