Razi Akhter

Senior Design Manager | UI/UX & Product Design

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Senior Design Manager with **14+ years** leading UX strategy and design teams for consumer apps. At Junglee Games, achieved 22% engagement uplift and 40% fewer design inconsistencies through a scalable design system. Skilled in UX research and usability testing within agile teams, leading 8 person design organisations.

EXPERIENCE

Junglee Games Pvt Ltd. | 7.8 yrs

Senior Design Manager - UI/UX

Jan 2023 - Present - 2.9 years, Gurgaon

1. Led a team of 8+ designers — hired, mentored, set performance OKRs, and built a feedback-driven design culture.
2. Driving UX strategy for high-traffic products, impacting millions.
3. Redesigned onboarding and core gameplay UX → 22% uplift in player engagement metrics.
4. Reduced drop-off by 18% by simplifying navigation and patterns.
5. Built a scalable design system spanning 5+ products → 40% reduction in design inconsistencies.
6. Embedded AI tools (Figma AI, Figma Make) into design-to-code workflows → 25% faster delivery cycles.
7. Partnered with product, engineering, and senior leadership to define and track design-side OKRs.
8. Conducted UX research and testing to validate solutions.
9. Led workshops, enhancing design quality and collaboration.

Design Manager – UI/UX

Feb 2021 – Jan 2023 (2 yrs) Gurgaon

1. Managed design team operations: sprint planning, task allocation, capacity tracking, and design reviews.
2. Facilitated quarterly design thinking workshops to raise craft quality and team alignment.
3. Led UX research initiatives: usability tests, heuristic evaluations, and synthesis sessions.
4. Collaborated cross-functionally to ship feature updates across web and mobile product surfaces.

Assistant Design Manager – UI/UX

Feb 2018 – Feb 2021 (3 yrs) Gurgaon

1. Directed art direction and user-centred design for core product features across gaming apps.
2. Designed and shipped responsive UI for web and mobile — wireframes through to final handoff.
3. Initiated team's first structured OKR-setting process for design quality and delivery velocity.
4. Mentored junior designers on UX process, design critique, and Figma best practices.

Assistant Design Manager

ShopClues.com

Jul 2013 – Feb 2018 (4.7 yrs), Gurgaon

1. Led product design for buyer and seller journeys on one of India's largest e-commerce platforms.
2. Adopted mobile-first design across 20+ product team touchpoints.
3. Established UI pattern libraries, typography systems, and colour frameworks for consistency at scale
4. Collaborated with product managers and engineers from discovery through launch.

Team Lead – Design

99labels.com

Oct 2011 – Jun 2013 (1.7 yrs), Delhi

Designed and prepared production-ready web designs using tool Photoshop. Built simple and effective UX journeys to increase sales and customer growth. Distributed tasks within the team and consistently motivated them to perform their best.

KEY ACHIEVEMENTS

- **22% player engagement increase** — Junglee Rummy onboarding & gameplay UX redesign
- **18% drop-off reduction** — navigation & funnel simplification across core product
- **40% fewer design inconsistencies** — multi-product design system built from scratch
- **25% faster design-to-delivery** — AI workflow integration (Figma AI + Figma Make)
- **Design org scaled from 3 to 8+ designers** — hiring, onboarding, and capability building

Leadership & Ops	Product & UX	Tools
Team Building & Mentorship OKR Setting & Design Ops Stakeholder Management Hiring & Performance Reviews	UX Research & Strategy Design Systems A/B Testing & Conversion Mobile-first Design	Figma, Figma AI, Figma Make, Protopie, Framer, Photoshop, XD, ChatGPT, RunwayAfter Effects

Bachelor of Commerce (Kanpur University · 2009–2013)
Diploma in Graphic Designing (Shri Sai Institute, UP · 2009–2013)