

# ASHIK SHIHAB

Product Designer · B2B SaaS & Analytics · Data-Heavy Workflows

Portfolio: [ashikshihab.github.io](https://ashikshihab.github.io)

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Product Designer with 4 years in B2B SaaS, specialising in data-heavy workflows, filters, dashboards, tables, and admin tools that non-technical users actually trust. I own end-to-end design for two products at Turbolab (MetricsCart and ScrapeHero) and built and maintain the design system across both, from token primitives to shipped components.

## EXPERIENCE

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### UI/UX Designer (Product & Growth) | Jul 2023 - Present

*Turbolab Technologies · Kochi, India*

#### Product Design — MetricsCart (Digital Shelf Analytics SaaS)

- Own end-to-end design of an analytics platform serving operations teams tracking 200+ SKUs across multiple retailers. Translated an ambiguous requirements doc into shippable workflows for filtering, dashboards, and SKU-level drill-down.
- Designed a multi-select filtering system with natural-language operators (Is, Is not, Contains) and visible tag chips, replacing standard dropdowns that broke at quick-commerce scale and enabling non-technical analysts to build complex queries unaided.
- Restructured the marketing site IA from feature-led to solution-led; primary CTA clicks grew from ~500 to ~8,000/month (~16x), generating 12 qualified demo requests/month.

#### Product Design — ScrapeHero (Data-as-a-Service ecosystem)

- Led the first unified UX across 3 surfaces (marketing site, Cloud marketplace, Data Store) for a company serving 14,000+ customers and Fortune 50 enterprises.
- Redesigned the Data Store discovery and checkout experience: introduced industry-standard filters, surfaced dataset metadata (freshness, coverage) on listing cards, and rebuilt PDPs to lead with historical data, creating a faster, metadata-rich path from search to purchase.
- Revamped ScrapeHero Cloud's marketplace and subscription flow: improved categorisation and filters, surfaced the previously-buried Plan Upgrade. Conversion improved ~15% and drop-off reduced ~10% (validated via session recordings + analytics).

#### Design Systems, Team & AI-Assisted Workflow

- Built and have maintained ScrapeHero's first shared design system (token-driven primitives, data-table and filter-bar components, page templates), adopted across all 3 product surfaces.
- Lead a 5-person sub-team: 1 associate UI/UX designer (direct report) plus 4 graphics and motion designers reporting through him. Run design QA, and design system contribution reviews.
- Integrated Claude and Custom GPTs into the team's day-to-day workflow for image and graphic generation, copy iteration, and competitive audits. Cuts routine design turnaround time and frees capacity for higher-judgement work.

#### Build & Ship

- Designed and shipped MetricsCart and ScrapeHero marketing sites end-to-end in WordPress + Elementor, and the ScrapeHero Data Store storefront in WooCommerce.

### Visual Designer | Aug 2022 – Jul 2023

*Turbolab Technologies · Kochi, India*

- Established the visual foundation, brand identity, and first scalable UI patterns later codified into the design system.
- Partnered with product and marketing teams on web and product touchpoints, improving visual hierarchy and brand consistency across surfaces.

## SKILLS

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**Design:** Product Thinking · UX Strategy · Information Architecture · Interaction Design · Prototyping · Data Visualisation · Accessibility · Design Systems · Wireframing · Responsive Design ·

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

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

## EDUCATION

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**B.Tech, Electronics and Communication Engineering | 2018 - 2022**

*A. P. J. Abdul Kalam Technological University*