

# Sham Desaur

## Senior Product Designer

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### APPROACH

My experience includes working at Tier Mobility, an eScooter rental startup with a presence in over 100 cities in Europe and the Middle East. More recently I have worked for Grab, the largest super app in South East Asia, offering ride hailing, food delivery and fintech services.

I perform end to end design from discovering a problem to creating final UI. I enjoy bringing a team together to help define and ideate around an objective. I educate peers and stakeholders on how to make and validate product and design decisions with techniques such as design sprints, qualitative research. I aim to form a product & design vision, ensuring this comes to fruition over time. I use continuous discovery to adjust the strategy as the product goes through different phases of the development lifecycle. I also enjoy mentoring designers, helping them to work through design problems and find appropriate solutions.

In my spare time I enjoy reading about design and communication. I also enjoy learning about the latest AI software such as Claude and Perplexity to improve my design workflow.

### EXPERIENCE

Some projects I have worked on include:

- Travel passes: Designed and launched a subscription program that generated €1M+ in sales within 12 months.
- Loyalty program: Here I used A/B testing to create a gamified experience that led to an increase in rides per target user, driving repeat usage and customer retention.
- Reducing cancellation rate: I redesigned a courier booking flow to reduce cancellation rates, leading end-to-end product design and collaborating cross-functionally with PMs, researchers, and engineers.

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## EXPERIENCE

### Senior Product Designer

#### Freelance

Jan 2024 - Present, London

- Led end-to-end design for an AI-driven SaaS platform targeting onboarding, dashboards, and data exploration tools.
- Designed MVP for construction workers professional network.
- Collaborated directly with founders/stakeholders, providing them with guidance on design and product strategy.

### Senior Product Designer

Grab: food, ride hailing courier & financial super-app

Oct 2022 - Dec 2023 - 1 year, Singapore

- Launched multiple product updates including booking redesign to reduce cancellation rates.
- Created concepts to boost Buy Now Pay Later repayment rates.
- Led end-to-end product design, collaborating cross-functionally with PMs, researchers, and engineers.

### Senior Product Designer

Tier Mobility: eScooter Sharing.

Mar 2020 - Sep 2022 - 2.5 years, Berlin

- Designed and launched a subscription program that generated €1M+ in sales within 12 months.
- Created a loyalty program that led to an increase in rides per target user, driving repeat usage and customer retention.
- Worked closely with product, engineering, and data teams to iterate at speed in a fast-paced, scale-up environment.

### UX Designer

Revonic, Digital Agency (Now Valtech)

July 2018 - September 2019, Dubai

- Led an online banking dashboard and website transformation.
- Created customer journey for wealth management service.

### UX Designer

Mirum, Digital Agency

April 2017 - June 2018, Dubai

- Toyota KSA: Led strategy & research for website redesign.

## Portfolio

[www.shamdesaur.com](https://www.shamdesaur.com)

## Skills

Product Design  
UX Design  
UI Design  
Stakeholder management  
Stakeholder workshops  
Competitive analysis  
User interviews  
User and CX journeys  
User flows  
Feature prioritisation  
Information architecture  
Ideation  
Wireframing  
Prototyping  
Testing  
Functional spec  
Dev handover

## Languages

English (native)

## Education

General Assembly  
UX Design Immersive  
Sept - Dec 2016

London School of Economics  
Management Sciences Bsc  
2004 - 2007