# Sayal Riyaz

Senior Designer

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## Profile Summary

Senior Designer with **5+ years** leading end-to-end UX for large-scale consumer platforms across sports and health tech. Drove redesigns for Serie A and beIN Sports impacting **1.2B+ views** and **27% growth**, while contributing to pre-sales wins for 3 enterprise clients. **2× iF Award winner** with founder experience, strong product craft, and proven leadership **mentoring 150+ designers.**

## Awards & Honours

**iF Design Award 2025 – UX Design**
GameSense - Digital Sports Companion

**iF Design Award 2024 – UX Design**
Sport Entertainment & OTT Experience

## Experience

### Sports Tech Venture (Stealth)

Bangalore, India

Founder – Product Strategy and Research — Nov 2025 – Current

- Initiated a founder-market discovery effort focused on amateur community sports in Tier 1 cities.
- Defined problem spaces in amateur sports by leading market analysis and stakeholder discovery across players, community admins, and venue owners.
- Currently driving ideation and early solution concepts toward a viable MVP.

### Ovyo (Deltatre, Serie A)

Bangalore, India

Senior Product Designer (Full-time Contract) — Aug 2025 – Nov 2025

Scale: **Tier-1 global football league**, multi-platform fan experience

- Led **end-to-end redesign** of Serie A app and responsive web experience **within 3 months**, aligning product UX with updated league branding.
- Scaled and refactored an existing **multi-platform design system** to support broadcast, editorial, and live match experiences.
- Partnered with product, engineering, and brand stakeholders across Europe to deliver consistent cross-device experiences **under tight timelines.**

### MoonJar Technologies

Bangalore, India

Senior Product Designer (Full-time Contract) — May 2025 – Aug 2025

- Owned **0 to 1** MVP design, **partnering with founders** to define product vision, UX strategy, and core experience architecture.
- Facilitated cross-functional ideation sessions with developers and founders to align feasibility, user value, and Go-to-Market priorities.
- Designed **SCARF-aligned journeys** and conversational flows to simplify sensitive health data capture.
- Built a **scalable atomic design system with semantic tokens**, accelerating engineering velocity.

### Tata Elxsi

Bangalore, India

Senior Experience Designer

Jul 2023 – May 2025

Scale: **Global OTT platforms, millions of users,** cross-functional product squads

- **Led a team of 6 designers** to transform digital experience for large-scale OTT sports platforms including beIN Sports and SuperSport across mobile, web, and TV.
- Redesigned core features of web experience resulting in **27% viewership growth and 1.2B+ cumulative views** during the EURO 2024.
- Improved content discovery and multilingual experiences, improved retention driving **5x video views** and **105% engagement lift** in key markets.
- Built and scaled design systems, **cutting design iteration time by 50%** across distributed teams.
- Partnered with Sales & Business Development teams to craft **data-driven proposals** that expanded the sales pipeline & **secured 3 deals.**
- **Mentored 150+ designers** on Figma, UI systems, and UX best practices.

### Nitara

Bangalore, India

Experience Designer

Feb 2022 – Jul 2023

**Scale: Early-stage startup, full product ownership,** SaaS Product Design

- **Designed & scaled 4 products**, including 2 web apps & 1 B2C mobile app in the dairy-tech ecosystem.
- Conducted heuristics evaluations & usability tests, refining key features for a smoother user experience.
- **Developed 10+ Power BI dashboards** for dairy companies, veterinary firms, and milk distributors.
- Mentored & trained junior designers to enhance team design capabilities & workflow efficiency.

### Maslo Creative Consultancy

Remote

Lead Designer and Co–Founder

Mar 2021 – Jul 2022

- Founded a multi-domain design consultancy across hospitality, real estate, fitness, and fashion.
- Led 6 end-to-end branding, UX, and web engagements, owning strategy, design, and delivery.

## Education

### Coventry University

Coventry, United Kingdom

**BA (Hons) Product Design**

May 2020

Awarded "**Best Visualization**" for Final Major Project: Sykler - Smart Cycling Companion App.

## Skills

**Core UX & Product Design**

Journey Mapping, UX Audits, 0→1 Product Design, Prototyping, User Interviews & Testing

**Design & Prototyping**

Figma, Miro, Adobe Photoshop, Illustrator, Adobe InDesign, DaVinci Resolve, Cursor, Python

**Research & Facilitation**

Design & Brainstorming Workshops, Affinity Mapping, Empathy Mapping, Stakeholder Alignment

**Design Systems & Ops**

Design Systems (Atomic Design, Tokens), Design Ops, Scalable UI Architecture