

SANAD DANIYAL

Senior Product Designer @ Extreme Networks | Bengaluru, K.A.

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Developer-turned-Designer with 9 years in technology and 6+ years designing enterprise B2B SaaS products.

Experienced in leading UX from discovery to delivery, leveraging research, information architecture, design systems, and cross-functional collaboration to solve complex business challenges. Contributed to products serving 99M+ users and 50,000+ enterprises, driving 2.2x growth, 90% efficiency gains, and improved adoption across global platforms.

Skills

UI/UX Design Coding

AI Integration B2B B2C SaaS

Leading Team User Research

Agile Design System Creation

UX Writing Interaction Design

Wireframing Prototyping Figma

Usability Testing AI tools

Heuristic Evaluation Typography

Responsive & Mobile-First Design

Information Architecture

Accessibility Adobe Illustrator

Logo/Icon Design Miro / FigJam

Event Management

Certifications

UX Research & UI Designing

Designboat Bengaluru 2020

JAVA App. Development

JSpiders Bengaluru 2017

Education

2011 - 2015

B.Tech in C.S.E.

Pratap University, Jaipur, Rajasthan

Hobbies

Art & Tech Enthusiast • Sketching •

Painting • Graphic Design • Travel •

Event Management • Talk Clubs •

Cultural Exploration • Design • History

Philosophy • Intellectual Discussions •

Gym • Running • Badminton • Trekking

Swimming

Experience

Oct 2024 to Present

Senior Product Designer Extreme Networks, India (Cloud-driven B2B SaaS Enterprise Networking)

Team 1: MTV Team (Monitoring, Troubleshooting, and Visualization) EP1 & ExtremeCloud IQ

- Led end-to-end redesign of **Reports, Notifications & Sites** modules, streamlining multi-location network visibility and admin decision-making across **50,000+ B2B SaaS** enterprise customers.
- Designed **AI-driven** anomaly detection UX, supporting **90% reduction** in manual tasks.
- Part of UX overhaul that made admins **2x faster** at issue resolution, helping drive SaaS ARR to **\$207.6M** (+24% YoY)

Team 2: Security / UZTNA Team - Extreme Platform ONE (EP1)

- Led end-to-end UX across **Captive Portal, Global Block List, Policies, Clients, Users & Devices, Application & Device Posture, Subscriptions & Licensing** - unifying Zero Trust security management for **50,000+** enterprise customers
- Designed Onboarding flow reducing new customer setup from **days to under a day**, alongside **Mobile, iPad & Desktop/ Mobile** Agent experiences for consistent cross-platform security access
- Simplified complex NAC & ZTNA policy workflows into a **single identity-based engine**, cutting manual security configuration from **hours to minutes**
- Drove adoption across **130+** early-access enterprises, contributing to **28% YoY SaaS ARR growth**

Jun 2022 to July 2024

Product Designer Draup inc. (AI-powered platform for Sales & Talent intelligence)

Project: Draup Platform for Sales & Talent

- Redesigned Ecosystem & Insights modules, improving user flow and readability - driving **35% increase** in session time & **28% rise** in user satisfaction scores.
- Overhauled Login Flow with secure ID + OTP, **eliminating login drop-offs & reducing** auth-related support tickets by **40%**.
- Integrated **AI tools** across modules, contributing to **22% growth** in user retention & **18% uplift** in subscription renewals.

Project: Draup Official Marketing Website

- Led full website redesign (Landing, Talent, Sales, Careers) - **60% more visits, 40% lower bounce rate, 25% better conversion rates**.
- Built Design System from scratch, cutting **design-to-dev handoff by 30%**.
- Managed cross-functional team via JIRA, aligning CEO, Marketing & Engineering.

Nov 2020 to Jun 2022

Product Designer Signzy Technologies (Fintech SaaS for KYC, identity verification & digital banking)

Project: Video KYC, Risk/Security APIs & Digital Banking Onboarding (B2C & B2C)

- Designed iOS & Android Video-KYC apps and revamped Backups, Admin & front-end portals.
- Redesigned Aadhaar e-sign, Face match, Liveness APIs + contributed to Risk/Decision & Fintech APIs.
- Led UX research and end-to-end design for digital banking onboarding across mobile & web.

Impact: 2.2x growth, 99M+ customers onboarded, time-to-market cut from 6 months → 3-4 weeks, serving 250+ institutions incl. Mastercard & Microsoft.

Nov 2019 to Oct 2020

UI/UX Designer TheSecondWheel, Mumbai

Freelance Part-Time : 6 Projects

Delivered end-to-end designs for **6 client projects** across India & Middle East - **E-commerce, Podcast, Healthcare web/mobile apps, and marketing websites**.

May 2017 to Sept 2020

Full Stack Developer PowerSchool India Pvt. Ltd

Built web apps using **Java, PLSQL & JavaScript, jQuery, backend development, database & front-end development**.