

Rizwan Mushtaque Qureishi

Senior Product Designer & Consultant · Fintech · B2B · Healthtech

I help businesses turn ideas into products people actually use. For 20+ years I have taken products from research and UX through design systems to production-ready front-end, working directly with founders, PMs and developers.

I use AI workflows (Claude Code, Figma Make) to validate ideas faster and ship at lower cost, without cutting quality.

WORK EXPERIENCE

Product Design Consultant · Freelance

May 2024 – Present | Pune (Remote)



Centrum Broking · Equity broking for HNIs and institutions

- **Galaxy app onboarding:** Designed a 40+ screen self-serve account-opening flow in Figma — PAN/Aadhaar (NSDL, DigiLocker), KYC selfie and signature, investor profiling, nominees and bank verification — built on reusable components.
- **Reduced drop-off risk:** Added guided micro-animations on verification, KYC confirmation and selfie capture to keep users oriented through a long, compliance-heavy process.
- **Bandhan/Unity web app:** Built the Figma design system, landing page and onboarding for desktop and mobile web, then coded it in responsive HTML/CSS with the client's developers. Now live in production.



SSBA Innovations / TaxBuddy · Tax, wealth and investment platforms

- **JioFinance tax portal:** Took the Tax Planning & ITR Filing portal (powered by TaxBuddy) from Figma to a pixel-perfect, responsive production build.
- **Jify (Moneyview) integration:** Adapted TaxBuddy's filing flow to Jify's app theme so its users can file taxes inside the app.
- **Mutual fund prototype:** Designed a personalised home screen and a fund-analysis view that flags underperforming holdings, turning complex fund data into clear next steps.



FuelPass · B2B aviation fuel procurement platform

- **Design system & dual home screens:** Co-created the Figma design system with a senior designer, including separate home screens for airlines and suppliers.
- **Verified onboarding:** Designed a 4-step "Getting Started" flow with upload, review, approved, rejected and error states, and access gating until documents are verified. Built it in HTML with developers.

CONTACT

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SELECTED IMPACT

1 lakh+

subscribers across 5 SSBA platforms

40+

screens in Centrum's KYC onboarding

39

tax calculators designed

Live

Centrum web app, design to production

PRODUCT & UX

Research · JTBD

Affinity mapping

Wireframing · Prototyping

Interaction design

Design systems

Heuristic evaluation

BUILD

HTML/CSS

Tailwind · Bootstrap

React (with dev teams)

AI-ACCELERATED WORKFLOW

AI speeds up every stage. I own the decisions and quality.

Claude

Research synthesis, JTBD, affinity maps

Figma Make

Wireframes to clickable prototypes

Claude Code + Figma MCP

Design systems synced with code

Claude Code

Production-ready websites, faster



iivHealth · Healthtech device that detects PAD in under 9 minutes

- **Clinician app & website:** Designed iivhealth.com and the Future Sense app design system — patient management, onboarding and Bluetooth device pairing.
- **Core test experience:** Designed running the test and viewing results with trend charts, plus intake, reports and billing. Shipped in Flutter.



HouzeGuru

StemWell & HouzeGuru · Healthcare clinic and home-management app

- **Responsive websites:** Built StemWell's site with its developers, and designed HouzeGuru's Wix Studio site with its Autobudget calculator.

Senior UX Designer · SSBA Innovations (TaxBuddy · Finbingo)

Jan 2019 – Apr 2024 | Pune

- **Owned 3 product websites:** Sole in-house UX designer for taxbuddy.com, finbingo.com and ssbainnovations.com, working with the owner and CTO. Helped scale 5 platforms to 1 lakh+ subscribers with 100% cross-browser compatibility.
- **Designed and built MVPs:** First versions of Assisted & DIY Tax Filing, Tax Planning, Wealth Builder and Portfolio Doctor, coded in responsive HTML. Later took an external studio's redesign to production.
- **Opened new markets:** Designed 39 tax calculators and the first US tax filing website.
- **Led marketing design:** Directed 2 graphic designers on landing pages, emailers and corporate tie-up offers; seasonal campaigns ran year-round. Built the Shopify store that launched the owner's Krishival brand.

Freelance UX & Web Designer · HayBeat

Nov 2017 – Dec 2018

- **Recruitment platform:** Built pixel-perfect, responsive HTML over a 14-month engagement.

UI Designer · ARS Traffic & Transport Technology

Jul 2013 – Oct 2017 | Pune

- **MPRDC Accident Response:** Designed the dashboard that turns live traffic and surveillance data into time-critical screens for emergency teams.
- **Surat Sitilink:** Designed the "Plan Your Trip" page for public transit users.

EARLIER CAREER

Web, UI and marketing design for Aptara (US government project), ISI Emerging Markets Group and KPIT Cummins, plus freelance brand and web projects.

DOMAINS

Fintech & KYC onboarding
Tax & wealth products
B2B SaaS
Healthtech
GovTech & transit

TOOLS

Figma
Shopify · WordPress
Wix Studio

EDUCATION

Diploma in Advanced Computer Arts
CDAC, Pune
B.Com
Symbiosis College, Pune