

# Sarosh Manzar

Portfolio: [www.saroshmanzar.com/](http://www.saroshmanzar.com/)

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## SUMMARY

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- 6 years of product design and strategy experience, leading 0-1 product design in regulated industries including fintech and healthcare across early-stage startups and large enterprises.
- AI-native designer: I use Figma to design, then Claude Code and Cursor to quickly prototype, validate, and ship high quality products.
- [Redesigned an internal sales agent app](#) for a micro-lending product that increased monthly recovery rates by 2x and visits per day by 75%.
- Conceptualised, designed and shipped a [SaaS API product](#) that led to 3x YoY growth for the company and 40% increase in MRR for a fintech start-up.

## PROFESSIONAL EXPERIENCE

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### Michigan Medicine

Ann Arbor, MI, USA

Product Designer

September 2025 – Present

- Spearheaded end-to-end design of a caregiver education platform by using Claude Code and Figma to rapidly prototype and validate 5+ design directions with stakeholders, reducing development time from 6 to under 2 months.
- Rebuilt the mobile survey experience on a legacy platform to be responsive using custom CSS and JavaScript, reducing mobile completion time by 60%.
- Established a source-of-truth design system in Figma with tokenized components and documentation, scaling consistency across 3+ user touch points and cutting design handoff time by 50%.
- Established an end-to-end onboarding strategy spanning digital and physical touchpoints through journey mapping and iterative user testing, cutting onboarding time by 50% and reducing drop-offs by 30%.

### University of Michigan

Ann Arbor, MI, USA

Career Break: Master's in Information Science, specialising in UX Research and Design

August 2023 – April 2025

### Muawin

Lahore, Pakistan

Senior Product Designer

January 2022 – July 2023

- Managed high-growth SaaS, web, and mobile products and grew the customer base from 500 to 60,000+ for an early-stage fintech startup operating across B2B SaaS and consumer products.
- Launched an [API-based SaaS product](#) enabling B2B partners to issue financing to end-users, driving 3x YoY revenue growth, contributing 40% to revenue within 4 months, and 30,000+ monthly transactions within the first year.
- Spearheaded [redesign of the internal sales agent application](#) by restructuring navigation architecture and shipping 3 core features (route optimization, daily view, and check-in), doubling monthly loan collections and daily store visits.
- Designed end-to-end UX for a B2B lending platform from 0-1, including tri-party payment flows, KYC verification, and transaction infrastructure that processed \$2M+ in disbursements within 60 days during pilot launch.

### Muawin

Lahore, Pakistan

Product Designer

August 2020 – December 2021

- Led the MVP-to-launch transition for the consumer app in under 3 months by conducting 25+ customer discovery interviews, defining the roadmap, and managing end-to-end design, reaching 5000+ downloads in the first month.
- Partnered with Shell and Uber engineering teams to integrate APIs for automated credit loading and in-app processing, launching a pay-as-you-go fuel lending feature that improved retention by 50%.
- Established cross-platform design system in Figma with tokens and components, saving 120+ engineering hours over 3 months through component reuse.

## World Bank Group

Lahore, Pakistan

Research Associate

October 2018 – June 2020

- Conducted user research for a sentiment analysis AI project by designing and administering 5 stakeholder interviews, translating findings into UI design recommendations.
- Built an economic data dashboard by designing the UI in Sketch and implementing it in R Shiny with ggplot2 visualizations, enabling users to surface trade, inflation, and GDP indicators.

## CONSULTING / ADDITIONAL EXPERIENCE

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### University of Michigan

Ann Arbor, MI, USA

Product Design Graduate Instructor

August 2024 – April 2025

- Mentored 60+ students across 15+ teams on end-to-end UX projects with nonprofit, big-tech, and startup partners, spanning discovery research through high-fidelity prototyping.
- Facilitated weekly design critiques and stand-ups, sharpening students' skills in usability testing, research synthesis, and interaction design, contributing to a course evaluation increase from 94% to 97%.
- Earned the [2024–25 Outstanding Graduate Instructor of the Year award](#), selected from 70+ graduate student instructors for excellence in teaching and mentorship.

### Medi | Capstone Project

Ann Arbor, MI, USA

Lead Product Designer

January 2025 – April 2025

- Led a team of 3 Product Designers to deliver a mobile app prototype by guiding sprints and prioritizing features via MoSCoW and JTBD frameworks, delivering a prototype validated with 12 users that placed 2nd at an annual expo.
- Built a scalable design system with reusable components and standardized patterns across 15+ screens, cutting design sprint time by 25% and ensuring visual consistency across all screens and features.

### Sureti | NullBrainer

Carlsbad, CA, USA

Product Design and Strategy Consultant

September 2022 – July 2023

- Designed end-to-end payment UX and led the integration of payment APIs, increasing transaction completion rates by 25% and reducing payment errors by 30%, leading to the startup being acquired by the payments provider.
- Identified friction points by analysing transaction logs and session data, then designed an automated settlement workflow that reduced processing times by 30%.
- Transitioned design systems from Adobe XD to Figma in under 1 month, establishing a reusable component library, enhancing velocity and visual consistency while reducing tech debt.

## EDUCATION

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### University of Michigan

Ann Arbor, MI, USA

Master of Science in Information (MSI), specialisation in User Experience (UX) Research and Design

April 2025

- **GPA: 4.0**
- **Coursework:** Interaction Design, IoT Design, HTML/CSS/JavaScript, Web Accessibility, Product Management, SQL, Git, Entrepreneurship, Graphic Design

### Lahore University of Management Sciences

Lahore, Pakistan

Bachelor of Science in Economics

May 2018

## SKILLS

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**Design Tools:** Figma, Claude Code, Claude Design, Cursor, n8n, Stitch AI

**Technical Skills:** Python, SQL, HTML/CSS, JavaScript

**Core Skills:** WCAG, Interaction Design, User Experience Research, Usability Testing, A/B Testing, Competitive Analysis, User Journeys, Feature Prioritization