

Shoghi Bagul

Senior Product Designer | Healthcare & AI-Native SaaS | Complex Enterprise Workflows, Design Systems | M.Des, NID Ahmedabad

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Open to relocate to Dubai or Abu Dhabi, UAE

SUMMARY

Product Designer with 4+ years of product design experience and 6+ years across UX/UI and digital design, working across healthcare, AI-native SaaS, B2B, B2C, B2B2C, and complex enterprise workflows.

Currently a Design Lead at Tcules, partnering with founders, product teams, and engineers from discovery through delivery to simplify complex products, establish scalable design systems, and translate ambiguous requirements into intuitive experiences. Experience spans healthcare platforms, operational software, AI-assisted workflows, research-driven product improvements, and 0→1 product development.

Strong in product thinking, UX research, interaction design, prototyping, usability testing, information architecture, and design systems, with experience leading designers and working across multidisciplinary teams.

EXPERIENCE

Tcules | Ahmedabad, India

Design Lead

Apr 2024 - Present

- Lead end-to-end product design across AI-native SaaS and complex workflow products, shaping experiences from discovery and prototyping through implementation handoff.
- Design AI-enabled internal tools and agent workflows for recurring operational processes, translating complex automation into practical, usable interfaces.
- Partner with founders and stakeholders across design, accounts, sales, and delivery to align priorities, scope opportunities, and drive projects forward in ambiguous environments.
- Oversee design quality across concurrent client projects, operating as a hands-on designer and project lead depending on project scale.
- Direct capacity allocation and capability mapping across senior, mid, and junior designers, coordinating with accounts and sales for pipeline forecasting.
- Design and run upskilling programs covering AI tooling, design systems, and craft quality, raising capability across the team.
- Drive presales end-to-end, including project scoping, client discovery calls, and converting pilots into full engagements across multiple accounts.

Senior Designer

Dec 2022 - Mar 2024

- Owned product design delivery across B2B, B2C, and B2B2C products, including mobile apps, desktop SaaS, and 0→1 founder-led builds.
- Worked closely with founders and engineers to define MVP scope, validate product direction, and improve information architecture, workflows, and interface clarity.
- Built reusable design patterns and system foundations that improved consistency across products and supported smoother design-to-development collaboration.
- Led UX elevation engagements for scaling products by auditing existing experiences and systematically improving information architecture, flows, and visual consistency.

UX/UI Designer

Dec 2021 - Nov 2022

- Designed end-to-end user flows for SaaS products across healthcare, event management, marketing automation, and fintech, from stakeholder input through high-fidelity delivery.
- Led research and interaction design for a consumer fintech mobile app, focusing on usability across diverse levels of digital and financial literacy.
- Initiated scalable design system foundations adopted across multiple concurrent client projects.

Dot zero three | Ahmedabad, India

Co-founder and Principal Designer

Mar 2020 - Dec 2021

- Co-founded a multidisciplinary design practice and led client engagements from brief to final delivery across UX, branding, and spatial design projects.

EARLIER EXPERIENCE

UX/UI Designer at Office of Public Affairs, Baha'is of India - New Delhi, India |

May 2020 - Sep 2020

- Designed UX and interface for the Bahá'í House of Worship website, covering research, wireframes, and high-fidelity mockups.

Student Research Intern at ABB India Corporate Research Centre - Bengaluru, India |

Jan 2016 - Apr 2016

- Developed interactive data visualisations for a fleet monitoring project, translating complex datasets into actionable visual interfaces.

SELECTED PRODUCT EXPERIENCE

[Curam Care](#) · Healthcare Marketplace | UK · B2C / B2B | 2022 - 2023

- Improved key user journeys for a UK-based caregiver hiring platform through UX analysis and behavioural

research.

- Used product analytics and Hotjar insights to identify friction across discovery and conversion journeys, translating findings into clearer flows and interaction patterns.

PubAdmin - Music Rights Management Platform | B2B SaaS / complex workflows | 2024

- Architected a scalable design system and designed complex rights-management workflows, data visualisation, and operational experiences.
- Worked closely with product and engineering teams to improve consistency and support continued product evolution.

ConnectX | B2B / Industrial AI | 2025

- Designed an AI-first interface for an industrial monitoring platform, translating complex operational data and LLM capabilities into intuitive workflows.
- Shaped conversational interaction patterns, data interpretation, and experiences spanning connected edge and cloud systems.

Novus Insights - AI-Powered Market Research Platform | B2B SaaS / AI | 2023 - 2024

- Led product design for AI-assisted research workflows, translating complex processes into simpler experiences across survey creation, ad testing, personas, and insights.
- Shaped product flows, information architecture, interaction patterns, and scalable UI foundations while leading a team of designers.

Delicut | UAE · B2C / subscription | 2025

- Partnered with the founder, marketing, and operations teams to shape product and conversion strategy across the customer journey.
- Designed goal-based and diet-based subscription experiences, the B2C mobile app, and supporting marketing pages, connecting acquisition, plan discovery, customisation, and purchase into a cohesive customer journey.

Quixera | B2C / B2B2C | 2026

- Designed consumer-facing product experiences within a multi-sided sports ecosystem, balancing user needs with requirements across different stakeholders and touchpoints.
- Worked across product flows and interfaces to create clearer, more engaging end-user experiences.

ADDITIONAL PRODUCT EXPERIENCE

Tread Command | E-commerce SaaS · US

- Designed customer-facing commerce and operational workflows across storefront and efficiency-management experiences, translating complex business processes into clearer product interactions.

Eden AI | AI SaaS · France

- Designed SaaS experiences around AI capabilities, translating complex AI workflows into clear interactions

and usable product experiences for end users.

Vovisto | Travel Management

- Designed business travel-management experiences spanning trip planning, coordination, and operational workflows for users managing complex travel requirements.

Foodport | B2C / Social commerce · Singapore

- Designed consumer mobile and supporting operational experiences for a food and social-commerce platform, connecting customer-facing journeys with business workflows.

SKILLS

Product Design

- Product Thinking · UX Research · Interaction Design · Information Architecture · Complex Product Workflows · Prototyping · Usability Testing · Product Analytics

Product Domains

- Healthcare · AI-Native SaaS · Complex Enterprise Workflows · B2B · B2C · B2B2C · 0→1 Products

Design Systems & Design Engineering

- Design Systems · Design Tokens · Figma Variables · Component Architecture · Figma-to-Code · Design Handoff

AI & Emerging Interfaces

- AI Workflow Architecture · AI Agent Design · Human-AI Interaction · Prompt Engineering · Claude Code · ChatGPT Codex · Cursor · Antigravity

Leadership & Operations

- Stakeholder Management · Product Discovery · Capacity Allocation · Upskilling Programs · Presales · Client Discovery · Mentoring

EDUCATION

- **National Institute of Design - Ahmedabad, India**
Master of Design, Graphic Design | 2017 - 2022
- **School of Engineering and Applied Sciences, Ahmedabad University - Ahmedabad, India**
Bachelor of Technology, Information and Communication Technology | 2012 - 2016