

Fazil Ali

Senior UX Engineer · Product Experience Designer

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👤 Professional Profile

I design and build digital products that make complex work easier to understand and complete. My work connects product thinking, UX design and frontend implementation—from structuring an evolving requirement to delivering a working interface. I have approximately 16 years of experience across digital design and web technology, including more than seven years focused on UI/UX. My background in web design and development helps me make design decisions with implementation in mind. Recent work spans enterprise AI, operational platforms, procurement, recruitment and digital health.

🧠 Skills and tools

Product and UX

Requirement interpretation, workflow design, information architecture, interaction design, prototyping, responsive design, design systems

Frontend

HTML, CSS, JavaScript, Tailwind CSS

Development Workflow

VS Code, Git

Design

Figma, Photoshop, Illustrator

AI Assisted Workflow

Cursor, ChatGPT, Claude

📁 Product Experience

Bandhan — Enterprise product experience and UX engineering

05/2026 – Present

Working across Bandhan’s enterprise products, I translate evolving business and technical requirements into structured workflows, detailed UX and working frontend interfaces.

- Contributed to BEI, MediOps, FedIntel, AdIntel, ReciQ and RxFlow. The work has been developed, deployed and demonstrated to clients.
- Designed BEI experiences spanning enterprise search, knowledge sources, workflows, industry solutions and agents.
- Currently working on Marketron, covering log transfer, reconciliation, exceptions and operational oversight for radio advertising.
- Created LinkedIn posts and articles for Bandhan that received positive internal feedback.

Jubilant — Procurement and sales operations

Designed connected workflows for PRVD, a procurement platform spanning purchase requests, vendor quotations, offer comparison, approvals, purchase orders and invoices. The work brought employee, vendor, department and finance activities into a coherent product experience. I also worked on a Lead Qualification Engine for sales and marketing teams, covering lead visibility, qualification and follow-up.

Recruitment Bricks — AI recruitment platform

Worked on information architecture and interface design for recruitment workflows, making candidate pipelines, detailed records and dashboards for different user roles easier to navigate and act on.

G4TV — OTT video operations

Designed UX for a Video Command Center supporting OTT content and advertising operations. The work covered dashboards, content catalogues, video assets, metadata configuration, and ingest and distribution monitoring.

Oizys — Mental health app

Designed a mobile experience for exploring mental health support and connecting with professionals. The work covered onboarding, topic discovery, professional profiles, appointment availability, sessions and access to urgent support.

Quason — Facility layout configuration

Designed a visual workflow for creating facility layouts from uploaded floor plans, mapping locations and connections, and defining properties for vehicle and load movement.

Career Timeline

Independent UX Designer / UX Engineer

01/2018 – Present

Independent product and UX work for clients across enterprise software, healthcare, media, automotive and recruitment. Operating through Branforge Creative Strategies LLP since 2021.

Senior UI Developer, Altisource Business Solutions

06/2015 – 12/2017

Frontend work on Equator, a US mortgage and real estate workflow platform.

Senior UI Designer, Sourcen India Pvt Ltd.

10/2013 – 05/2015

Interface design and frontend development for enterprise applications.

Web Developer, Express Design LLC, Dubai

04/2011 – 09/2013

Web development and delivery for UAE clients.

Web Designer, Inexoft Technologies

06/2010 – 02/2011

Education & professional development

Master of Computer Applications (MCA), Bharathiyar University

2010

B.Sc. Physics, Kannur University

2007

Google UX Design Professional Certificate, Google / Coursera

In progress