

Majid Awan

Senior UI/UX & Product Designer

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Profile Summary

I'm a Senior UI/UX and Product Designer with 10+ years of experience designing SaaS, B2B, consumer and AI-enabled products. I work across research, product strategy, interaction and visual design, partnering closely with product and engineering from early discovery through launch. My focus is making complex products easier to understand while improving the business outcomes around them.

Work Experience

ReelStay

March 2026 - Present

Lead UI/UX Designer

- Currently leading the design of ReelStay's booking, discovery and onboarding experiences across web and mobile apps.
- I work directly with the founders to shape product strategy, validate early concepts and decide which opportunities to prioritize.
- Designing acquisition and conversion journeys that make the product easier to understand and reduce friction for new users.
- I also maintain the design system across the product and marketing website, working closely with engineers.

LTV Co. (formerly BeenVerified)

June 2015 - March 2026

Senior UI/UX Designer

Business Outcomes for LTV Co.

- 4.5% reduction in early cancellations through a redesigned BeenVerified report system.
- 33% increase in feature usage, supporting a projected **\$3.7M** in annual retention revenue for BeenVerified.
- 26% conversion lift for Obituaries and 13% across Phone Lookup and People Search for BeenVerified.
- 12% increase in user reactivation after redesigning the onboarding journey for returning users of PeopleSmart.
- 18% increase in app downloads through mobile UX and App Store optimization.

Product Strategy & Design Direction

- Led end-to-end design of search, reports, onboarding, dashboards, mobile apps and subscription flows.
- Defined UX direction by balancing user needs, business priorities and technical constraints.
- Used research, journey audits and behavioral data to identify friction and prioritize opportunities.
- Owned PeopleSmart's B2B positioning and acquisition strategy across website, search, trial and subscription.
- Made tradeoffs between conversion goals, data collection, user effort and implementation complexity.
- Used A/B test results to select winning directions and establish baselines for future experiments.
- Established shared information architecture, interaction patterns and design systems across multiple brands.

Cross-Functional Leadership

- Facilitated workshops and design critiques to uncover opportunities and align teams.
- Partnered with product and engineering from early discovery through launch.
- Worked with research to plan studies and turn findings into product decisions.
- Presented design rationale and recommendations to stakeholders.

Paperdue

Feb 2015 - Jun 2016

UI/UX Designer - Freelance

- Led product design across Paperdue's student writing platform, designing marketing pages, pricing flows, dashboards, and a distraction-free editor.
- Spearheaded the design of an AI-powered plagiarism detection tool, established a scalable design system, and improved trial-to-paid conversions through user research, experimentation, and UX optimization.

Testimonial Tree

May 2014 - Jan 2015

UI/UX Designer - Contract

- Designed and optimized core product experiences, including onboarding, testimonial collection, dashboards, and publishing workflows.
- Partnered with product and engineering teams to simplify complex user journeys, improve engagement, and maintain a scalable, consistent design system.

Skills

- | | | |
|-----------------------------------|--------------------------------|--------------------------------------|
| • End-to-End Product Design | • AI Product Design | • Interaction Design |
| • UI/UX Design | • SaaS & B2B Products | • A/B Testing & Experimentation |
| • Information Architecture | • Wireframing & Prototyping | • Conversion Rate Optimization (CRO) |
| • Design Systems | • User Flows & Journey Mapping | • User Research & Usability Testing |
| • Design Workshops & Facilitation | • Stakeholder Management | |

Tools

- | | | |
|-----------------------|--------------|-----------|
| • Figma | • Lottie | • ChatGPT |
| • FigJam | • Maze | • Claude |
| • Adobe Photoshop | • Jira | • Lovable |
| • Adobe Illustrator | • Confluence | |
| • Adobe After Effects | • Notion | |