

IMRAN MANSURI

Senior UX Designer | Enterprise SaaS | Product Design | AI

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PROFILE

Senior UX Designer with 10+ years of experience designing enterprise B2B SaaS, web, and mobile products across utilities, connectivity, and IT service management. Specialized in simplifying complex workflows, improving onboarding and usability, and building scalable design systems. Skilled across UX strategy, user research, information architecture, interaction design, prototyping, usability testing, and WCAG accessibility. Proven track record of measurably improving product experience, including a 20% reduction in onboarding dropout. Strong cross-functional collaborator with Product, Engineering, and QA teams in Agile environments, leveraging AI-assisted tools such as Figma AI, Microsoft Copilot, and ChatGPT to accelerate ideation, research synthesis, and documentation.

CORE EXPERTISE

UX Strategy & Research: User Research, User Interviews, Usability Testing, Heuristic Evaluation, Personas, Journey Mapping

Product Design: Information Architecture, User Flows, Interaction Design, Wireframing, Prototyping, Responsive Design

UI & Systems: Visual Design, Design Systems, UI Guidelines, Design Documentation, WCAG Accessibility

Tools & Technology: Figma, Figma AI, ChatGPT, Microsoft Copilot, HTML

Ways of Working: Agile, Cross-functional Collaboration, Design Critique, Design Handoff, Mentoring

PROFESSIONAL EXPERIENCE

Senior UX Designer | ConnectWise LLP

Apr 2023 – Present

- Lead end-to-end UX design across ASIO Manage, BrightGauge, CPQ, Customer Portal, and ConnectWise PSA experiences.
- Conduct user research, interviews, workshops, journey mapping, usability testing, and heuristic evaluations to inform product decisions.
- Design information architecture, user flows, wireframes, and interactive prototypes across web and mobile platforms.
- Improved onboarding through research-driven redesign and interactive journey mapping, contributing to a 20% reduction in user dropout.
- Maintain and evolve enterprise design systems and reusable components to improve consistency and scalability across products.
- Partner closely with Product Managers, Engineers, and QA in Agile teams from discovery through implementation and handoff.
- Use AI-assisted workflows with Figma AI, ChatGPT, and Microsoft Copilot to accelerate ideation, documentation, and design exploration.
- Established and lead weekly heuristic evaluation sessions to identify usability issues before development handoff.
- Mentor junior designers through design reviews, guidance, and knowledge sharing.

UX & UI Designer | Secure Meters Ltd.

Jun 2021 – Mar 2023

- Designed enterprise utility experiences for meter monitoring, billing, installations, service requests, and network status dashboards.
- Created personas, journey maps, information architecture, user flows, wireframes, and interactive prototypes to improve product usability.
- Conducted usability testing and heuristic evaluations to identify interface pain points and translate findings into design improvements.
- Developed UI standards and design documentation to maintain consistency across enterprise products.
- Collaborated with Product Managers and development teams to ensure designs were feasible, consistent, and implemented as intended.
- Supported visual design, multimedia content, layouts, presentations, and client deliverables for digital and print platforms.

Senior Creative Designer | Secure Meters Ltd.

Jun 2014 – May 2021

- Delivered visual and interface design for enterprise utility products and digital experiences, building a strong foundation in product and UX design.

- Designed dashboards, UI screens, presentations, and visual assets for products including MDM, AMR, meter monitoring, and billing platforms.
- Worked with stakeholders and clients to present design concepts, incorporate feedback, and deliver production-ready assets.
- Produced reusable visual patterns and design guidelines for consistent digital experiences.

SELECTED PROJECTS

ConnectWise PSA — UX improvements across onboarding, Sales Orders, Ticketing, BrightGauge dashboards, and Report Builder; delivered research, information architecture, user flows, wireframes, prototypes, and testing.

ASIO Customer Portal — End-to-end UX for onboarding, authentication, and payment flows, supported by reusable components and UI standards.

BrightGauge / Report Builder — Designed dashboard and report-building experiences for enterprise/MSP workflows, focusing on information architecture, usability, and scalable interaction patterns.

eWatch Online — Designed the web-based service for monitoring energy consumption, cost, operational efficiency, and system status, giving organizations the information needed to manage their power systems and reduce energy costs. Enabled optimization of energy system performance through features including consumption monitoring, emissions analysis, and mobile-based alerts.

Australia Meter Data Management (MDM) — Designed UX for a meter data management platform supporting Australian utility operations, covering data monitoring, validation, and reporting workflows.

Sugam Online (DISCOM) — Designed the web platform for Indian electricity distribution companies (DISCOMs), supporting consumer billing, monitoring, and service management workflows.

Insight — Gateway & Meter Data Monitoring — Designed dashboards for monitoring gateway connectivity and meter data health, giving utility operators visibility into network and device performance.

Sugam Online Mobile App — Designed a consumer-facing mobile app for gas and electricity customers to pay bills and monitor gas and electricity consumption.

Secure Meters Corporate Website — Contributed to the design of the corporate website, aligning visual design and content presentation with brand standards.

Enterprise Utility Platforms — Designed dashboards and workflows for meter monitoring, billing, service management, installations, network status, MDM, AMR, and related utility systems.

CERTIFICATIONS — INTERACTION DESIGN FOUNDATION (IXDF)

- UX Management: Strategy and Tactics
- User Research – Methods and Best Practices
- Journey Mapping
- Accessibility: How to Design for All
- Human-Computer Interaction: The Foundations of UX Design
- Design Products and Services People Need and Want
- Perception and Memory in HCI and UX
- Affordances: Designing Intuitive User Interfaces
- Conducting Usability Testing
- Mobile UX Design: The Beginner's Guide
- The Ultimate Guide to Visual Perception and Design
- Information Visualization
- Dynamic User Experience: Design and Usability
- Design for the 21st Century with Don Norman
- Emotional Design — How to Make Products People Will Love
- Get Your Product Used: Adoption and Appropriation
- The Practical Guide to Usability
- Agile Methods for UX Design

EDUCATION

Bachelor of Computer Application (BCA) — Calorx Teachers' University, Ahmedabad, Gujarat, India | 2010 – 2013