



Salman Ehsan

Senior Product Designer, Manager - Melbourne VIC



+61 423725380



salmanehsan@gmail.com



salmanehsan.com



in/salmanehsan

Summary

Senior Product Designer with 20+ years of experience leading B2B, SaaS, and app-based initiatives across tech, fintech, health, and education. Proven track record delivering over 20 successful product launches, including an award-winning startup. A hands-on, end-to-end product designer who drives outcomes through strategy, design, and cross-functional collaboration.

Recent Wins

Men's Medical Concierge

- Scaled the business from a founder-led service to a systemised, brand-led platform, achieving 85% automation.
- Redesigned service flows, operations, and the full digital experience
- Led product design while managing product, project, and operations functions

PaperCut

- Designed a cloud-based print management app that achieved 12% month-over-month user growth and boasts an impressive 88% user retention rate.
- Designed a reporting engine for PaperCut Hive, resulting in a 140% increase in user engagement with reports.
- Redesigned user-onboarding, reducing churn by 44%.

Education Victoria

- Made teacher workflows 30% more efficient.
- Boosted student engagement through gamification.
- Enhanced information architecture (IA), empowering admins and eliminating the need for account switching.

Demonstrated Skills

Leadership

1. **Designing UX strategies** that consider competition, user needs, and resources and timelines.
2. **Stakeholders management**, influence decisions advocating for user-centricity, communicating, presenting and liaising.
3. **Forecasting user-centric culture**, advocating user-first culture.
4. **Mentoring junior designers**, fostering a culture of continuous learning and improvement.

Education

- MMA - Masters in Multimedia Arts NCA - Lahore (2004)
- BCS - Bachelors in Computer Sciences AIO University, Islamabad (2001)

Certificates

- Startup Idea Validation
- UX Strategy
- Gamification
- Content Strategy
- Project Management
- Axure Prototyping
- Bootstrap Development
- Java Certified Developer

Software Tools

- Figma (Advanced)
- Draw.io, Miro
- Adobe CS
- Atlassian suite
- Google suite & Analytics
- Hotjar
- Respondent
- AI Applications for research and documentation support



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User-research

6. Conducting user interviews, developing user personas, and creating user journey maps. using Lean UX and Jobs-to-be-Done (JTBD) to gain deep user understanding.

Creative ideation

7. Leading design workshops to brainstorm and co-create innovative solutions.

UI/UX design

8. Designing user flows, information architecture, wireframes, and high-fidelity mockups.

9. Building interactive prototypes using Figma to validate design concepts.

10. Developing user interface (UI) design and Web Content Accessibility Guidelines (WCAG) compliant design language systems (DLS) to create inclusive experiences.

User-testing

11. Conducting user testing to validate design solutions, gather feedback, and iterate design.

12. Tracking user data and behaviour analytics to measure success against key performance indicators (KPIs) like user engagement and retention.

Employment History

1 year 3 months

Feb 2024 - May 2025

BM Financials

Product Manager / Designer BMFinancials

Led product design and strategy across multiple startup initiatives.

- Prism Marketplace ([Prism.markets](#)) FinTech startup developing a new product line for the stock exchange. I led product strategy, design, prototyping, and digital onboarding, making it easy for new users to understand and adopt the platform.
- Men's Medical Concierge ([MensMC.com.au](#)) A health-tech startup aiming to scale by automating manual operations. As Project Manager, I led both design and operational delivery, wearing multiple hats across UX, solution design, and business analysis. The result: a self-service healthcare platform automating 85% of backend workflows, from patient onboarding to post-consultation support.

5 Years

Dec 2018 - Nov 2023

Melbourne, Australia

Senior Product Designer at PaperCut

PaperCut is a Melbourne based cutting-edge print management company serving 150+ million users worldwide. Leading design for their cloud innovation team, I owned end-to-end product design; discovering, designing and delivering delightful user experiences across server-based and cloud-native product lines.

Highlights

- Launched 3 industry-leading SaaS products boasting user retention rates of up to 88%.
- Led 20+ initiatives built on server, cloud and mobile apps.
- Owned the entire design lifecycle: interviewing users across in Australia and overseas, ideating, creating IA, user-flows, wireframes, visual design, interactive prototypes and user-testing.
- Multitasking, supported 3 product teams simultaneously.

Employment History

4 Months

Sep 2018 - Dec 2018
Melbourne, Australia

UX Lead at VIC Education

I rebuilt a legacy reading engagement platform, designing IA, wireframes, WCAG compliant, gamified, touch-ready LMS platform, improving admin's control and efficiency by 30%.

1 Year

Nov 2017 - Oct 2018
Melbourne, Australia

Senior UX Designer at CapGemini

I led design for the student onboarding app for RMIT University, designing wireframes, dialogue-driven user flows, prototype and user testing, improving onboarding by 12%.

6 Months

May 2017 - Nov 2017
Melbourne, Australia

UX Designer at DisplaySweet

I automated the app-generation processes through proprietary cloud-based CMS & CRM applications, doing user-research, wireframing, visual design, and user-testing, helping businesses create apps 5X faster than the manual development.

1 Year 7 months

Aug 2015 - Feb 2017
Melbourne, Australia

UX Lead at SelfWealth

I helped the FinTech startup create a value proposition for new investors, helping them create portfolios and find expert-investors to copy their portfolios and trades.

My contribution included:

- Understanding user needs through user research.
- Refined value prop amidst competition.
- Simplified onboarding and portfolio creation user flows.
- Designed analysis tools to easily compare investors and their portfolios.
- Created and validated prototype using Axure RP.

Awards

The application won 10+ Australian awards for innovation and has become the 3rd largest trading platform in Australia.

1 Year 6 months

Mar 2014 - Aug 2015
Melbourne, Australia

UX Designer at Accenture (Avanade)

Designed user-centric web, mobile, and iPad apps for a diverse clientele, including 4 corporations and 2 government agencies delivering improved user experiences and business success.



I've got great references and recommendations from colleagues, managers and CEOs available upon request.

Thanks for taking a look | SalmanEhsan.com