

Sayeed Ahmad

Product Designer — Design Systems & Generative Product Tooling

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SUMMARY

Product designer with 9+ years designing design systems, SaaS dashboards, and the systems generative products build from, remotely with US teams since 2016. Currently at Elegant Themes, where I lead the Figma component template behind Divi AI's section library and have shipped 200+ layout packs used by millions of WordPress users.

EXPERIENCE

Elegant Themes — Product Designer (Remote)

California, USA · Aug 2017 – Present

Divi is a WordPress theme and visual website builder used by millions of people worldwide.

- Led the Figma component template behind Divi AI's section library — built and corrected the components, matched them to what Divi could actually build, and structured the template so the team could extend it to new section topics without breaking existing work. Those templates were then built back into Divi, so a generated layout resolves to the real design system rather than arbitrary styling.
- Reviewed and tested over a hundred AI-generated layouts to find where output broke down — diagnosing whether a failure came from the model, the template, or the design system underneath — then either corrected the system on my side or fed the pattern back to product and engineering.
- Built three internal Figma plugins now used across the design team, removing repetitive design-system work: a color system generator (full ramps, light/dark themes, bound Figma variables), a fluid type scale generator (responsive type tokens across breakpoints), and a design system extractor that reverse-engineers tokens from an existing file and rebinds layers to the new variables.
- Rebuilt Divi's module set — accordion, contact form, email opt-in, text, blurb, WooCommerce and more — as a reusable Figma component library, and consolidated custom icons scattered across thousands of layout packs into a single Design Asset Library.
- Authored and documented the Divi Build Guidelines — the standard the design team and 20+ developers follow to keep visual identity and build practices consistent.
- Designed 200+ pre-made layout packs and landing pages reaching millions of Divi/WordPress users. elegantthemes.com/layouts/
- Ran color-contrast checks on layouts with accessibility tools, and held every pack to a minimum type size that mobile never dropped below.
- Onboarded designers onto Divi's module system and conventions, and contributed to design reviews.

UX Cabin — UI/UX Designer (Contract, Remote)

Cleveland, USA · Apr 2022 – Jun 2024

Design agency working across B2B and B2C product design.

- Designed for Rise, a platform for paying contractors in fiat or crypto across countries and compliance regimes — contributing to the onboarding flow, team dashboard, funding and withdrawal workflows, the Rise ID component, and a menu system rebuilt to scale as the product grew. uxcabin.com/portfolio/rise-payments-compliance-platform
- Helped build Rise's light/dark design system on atomic-design principles with Tailwind-aligned naming for color, typography, spacing, and shadows, leaving engineering able to extend the interface without design support.
- Contributed to the Moen app redesign, consolidating three separate apps — Moen's own plus two from acquired companies — into one experience for managing smart water products. uxcabin.com/portfolio/moen-mobile-app
- Worked on Moen's design system: 400+ reusable components documented for team use, alongside usability testing and developer handoff across web and mobile.

Benchmark Agency — UI/UX Designer (Remote)

Santa Monica, California, USA · Nov 2016 – Jul 2017

- Designed and launched 15+ responsive client websites across healthcare, finance, and lifestyle, and prototyped mobile apps for Northwell Health, Safe-Halo, and Lipedima.

SKILLS

Design	Design Systems · Design Systems for AI Generation · Product Design · SaaS Dashboards · Prototyping · Usability Testing · Accessibility
Tools	Figma · FigJam · Webflow · Framer · Divi/WordPress · Miro · Notion · Jira · HTML/CSS · SASS
Working	Cross-functional collaboration · Design documentation · Developer handoff · Design mentorship · Remote (US teams, 9 yrs)
Languages	Bengali (native) · English (full professional)