



Mohsin Amjed

Impact at the intersection of design, technology, and business.

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Personal Statement

At the intersection of design, product, and business, I've spent my career as a player-coach scaling teams, crafting platforms, and turning ambiguity into opportunity. Whether co-founding new ventures inside global enterprises or transforming startup teams into high-performing engines, I bring a hands-on, strategic approach that aligns user needs with business outcomes. I believe great products emerge when you empower teams, think systemically, and never lose sight of the people you're building for.

Education

M.A. Design Management (pending)
Savannah College of Art and Design

B.S. Psychology - Applied Psychology Concentration
Virginia Commonwealth University

Experience

Nibbble

Aug 25 - Present

Founder & CEO

- Founded a loyalty-first, app-led platform for independent restaurants. Defined product vision, phased roadmap, POS integration strategy, and platform architecture across Square, Toast, and Clover. Led branded mobile app experiences, platform-agnostic loyalty systems, and AI-driven product foundations spanning CRM, ordering, and operations.

Axios HQ

Mar 23 - Jun 25

Sr. Director of Product & Design

- Led complete re-architecture of a legacy product into a modular platform, doubling product surface area in 90 days and unlocking AI planning and scheduling tools.
- Consolidated our design language by selecting and customizing an open-source component library to create our first Figma-native Design System.
- Built and led a nine-person player-coach org (product, design, research), shipping two generative AI features per quarter.
- Expanded remit to full product ownership: defined feature roadmaps, prioritized backlogs, and measured success against business KPIs.
- Championed Shape-Up cycles and a clear North Star roadmap, driving DAU +30% and lifting NPS into double digits.
- Rolled out org-wide AI tooling (OpenAI, Anthropic, Cursor, custom GPTs, Zapier), cutting manual ops 26% and securing \$8 M in additional C-level funding.

Sitetracker

Nov 20 - Jan 23

Director of Product Design - Head of Design

- Founded a formal design discipline: recruited/mentored 4 designers across US & India, authored a transparent career ladder, and introduced an inclusive hiring framework.
- As player-coach, drove key Figma prototypes while partnering with engineering to shift from waterfall to agile parallel streams, boosting delivery +30%.
- Introduced Jobs-to-Be-Done research & product development practices, halving spec time and improving team efficiency +40%.
- Built a Figma-native Design System extending Salesforce's components, ensuring consistency during APAC launch.



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Experience – Cont.

Convoy

Jun 20 – Nov 20

Principal Product Designer

- Streamlined the SMB booking journey, cutting steps –35% and lifting conversions +18%.
- Piloted dual-track agile to increase design-to-dev throughput +25%.
- Prototyped a dynamic pricing UI that immediately increased average booking value.

Salesforce

Apr 17 – Jun 20

Sr. Product Designer

- Co-founded Salesforce Essentials, slashing onboarding from 45 to 5 days and launching the first self-serve sign-up & purchase flow.
- Led modern feature packaging and subscription tiers, reshaping go-to-market for Sales & Service Clouds.
- Owned the trial experience, embedding Einstein AI to automate data entry, boost conversions, and guide setup.
- Core contributor to Salesforce Lightning Design System; authored Onboarding guidelines to standardize cross-cloud UX.
- Co-founded a cross-cloud adoption-journey group, improving feature activation company-wide and expanding SMB ARR.

SalesforceIQ

Dec 15 – Apr 17

Formerly RelateIQ

Sr. Product Designer

- Refined AI-driven contact recommendations and lead-management workflows; boosted DAU +40% and reduced duplicates –34%.
- Collaborated on design specifications and interactive prototypes; defined UX guidelines and scaled our component library to support Lightning rollout.
- Hired and doubled the design team; collaborated on Project Optimus Prime to define Einstein AI design requirements.

Samsung

Jan 14 – Dec 15

Sr. Lead Designer – Head of Design

- Co-founded a full-stack ad platform leveraging Samsung Smart TV; patented an AI-driven visualization system for viewership insights.
- Designed intuitive advertiser tools generating \$20 M in first-year revenue; defined ad real estate guidelines and content rules.
- Established the first Smart TV Design System and co-authored IAB standards; grew CA studio (3 designers, 5 engineers) and led an 8-person remote team.

Microsoft

Feb 13 – Jan 14

Product Designer

- Served as hybrid designer/developer on Windows 8 & Phone apps; led white-label onboarding initiative, cutting partner integration –60%.
- Created HTML5 motion studies and coded prototypes, accelerating development +45%.
- Launched “Friday Tips” newsletter sharing UX best practices, boosting studio productivity +20%.