



Muhammad Shahid

Milton, ON • Canada

Product Designer • Design Systems • Capital Markets & Trading Platforms • 0-to-1 / Founding Designer

Product designer with 5+ years shipping transactional, workflow-heavy experiences end-to-end — user journeys, wireframes, prototypes, and dev-ready specs — across banking, treasury, and trading-adjacent platforms used by internal clients and external traders. I work primarily in Figma, contribute to and extend design systems, and partner closely with product managers and engineers from concept through handoff. Comfortable running user research and usability testing, rapidly iterating on trader and stakeholder feedback, and presenting design work to cross-functional teams.

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muhammadshahid.designwork.xyz [Figma Case Study](#) [NDA Work](#)

WORK EXPERIENCE

Bank of Montreal (BMO) | Senior Product Designer — Business / Commercial Banking

Jun 2025 – Present

End-to-end product design on OLBB (Online Banking for Business) — a transactional business/commercial banking platform.

- Own product design end-to-end on OLBB, a transactional banking platform — from discovery and user journeys through wireframes, prototypes, and React-ready specs to developer handoff.
- Drive cross-platform interface work focused on component consistency and scalability, building reusable patterns that let teams ship transactional features faster.
- Own and evolve the shared design system to keep UI cohesive and usable across BMO's business/commercial banking product surfaces.

Andrew Peller Ltd | Lead Product Designer (Contract)

Sep 2024 – May 2025

- Led product design across customer-facing web and internal portals, owning quality and consistency on transactional purchase flows end-to-end.
- Drove cross-platform interface work centered on component reuse and brand scalability across web and mobile-responsive surfaces.
- Built and maintained the design system to keep UI cohesive across the company's LCBO purchase and e-commerce (transactional) platforms.

TD.com | Senior Product Designer

Aug 2023 – Sep 2024

VISION Application — an internal Treasury Reporting product for internal clients and external traders in a capital-markets-adjacent, trading environment.

- Owned the end-to-end user journey for VISION, a transactional treasury-reporting application used by internal clients and external traders.
- Shipped Figma designs, specs, and Anima prototypes optimized

EDUCATION & CERTIFICATIONS

Bachelor of Arts — International Development

with a focus in User Experience Design.

Supplemented by formal UX certifications (Google, ELVTR, UX Alliance, 2023–2024) covering HCI, visual design, interaction design, user research, and usability testing.

KEY SKILLS

- Figma-First Product Design — Discovery to Dev-Ready Handoff
- 0-to-1 / End-to-End Design for Transactional Products
- Design Systems & Component Libraries (Built from Scratch)
- Rapid Prototyping & High-Fidelity Design (Web & Mobile)
- Figma → Anima → React-Ready Specs & Handoff
- User Research, Usability Testing & Rapid Iteration
- Cross-Functional Collaboration — Product, Engineering & Trading Stakeholders
- Typography, Hierarchy & Visual Craft for Data-Dense Interfaces

SOFTWARE

Figma • Since 2017

Anima • Since 2021

Sketch • Since 2017

Adobe XD • Since 2017

Photoshop • Since 2017

DESIGN INITIATIVES & COMMUNITY

TD Bank Design BookClub

Lead a 200-member North-America chapter of TD Bank's design community.

UX Startup Coach

Built a mentorship program pairing UX enthusiasts with senior designers at U of T.

Collision Conference

Managed speaker scheduling for WebSummit's Collision conference in Toronto.

for direct React integration — working primarily in Figma, embedded with engineers and product owners to cut handoff friction.

- Ran discovery workshops and usability sessions, presenting flows to stakeholders and traders and rapidly iterating on their feedback to validate designs and de-risk features before build.
- Delivered to market inside a heavily regulated financial-services environment while holding a high visual-craft bar (hierarchy, balance, typography) across dense, data-heavy trading/reporting screens.

Sirva.com | Product Designer — Multi-Platform

Jul 2022 – Jul 2023

ReloAccess and SIRVA Connect+ — mobile app and responsive web.

- Owned multi-platform product design across the ReloAccess and SIRVA Connect+ mobile apps and responsive web, designing transactional relocation-management workflows end-to-end.
- Designed end-to-end flows and shipped React-ready prototypes via Figma and Anima, partnering with engineers and PMs across Agile sprints and research/testing cycles.
- Built reusable components to keep experiences consistent and intuitive across mobile and web platforms while accelerating delivery.

MyConferenceSuite.com | Platform UX Designer

Mar 2021 – Aug 2022

Sole designer owning the Event Portal domain of an event-management platform.

- Took the Event Portal domain from concept to production as the sole designer — true 0-to-1, transactional-workflow ownership.
- Created Figma-based flows, screens, and prototypes — working primarily in Figma — that improved developer efficiency and shipping speed.
- Ran cross-functional workshops and user research sessions to define requirements and align a lean team around a shared roadmap.

milton.ca | Associate Product Designer (UX & Interface)

Nov 2016 – Dec 2017

- Built and deployed the MyMilton city-wide app (0-to-1) for the Town of Milton — Events Hub, City Complaint Portal transactional workflows, and the mobile brand guide from scratch. (Gap afterwards to finish university.)

Elevate Tech Conference

Ran the UX Leaders conference space and speaker prep.