

Summary

Product Designer specialising in **0-to-1 SaaS**, AI-driven platforms, and complex workflow design. I work at the intersection of systems thinking and interaction craft, building products that reduce cognitive load, drive measurable activation, and scale without breaking. Most at home on hard problems with no obvious answer.

Impact

- **40%** Faster dev turnaround, Josh Talks Design System.
- **12%** Lift in paid conversion, subscription funnel redesign.
- **500+** Screens shipped solo, US healthcare, live in production.

Experience

UI/UX Designer | Logicwind Technologies LLP

May 2024 – Present | Surat, India

- **Healthcare Platform (USA)** - Solo end-to-end redesign of a mental & physical health platform for US working professionals. Rebuilt onboarding from a cold clinical form into a warm conversational flow, cutting drop-off at the critical first-session window. Designed dashboard, provider discovery (map view), session hub, AI care companion, and full web parity across iOS, Android, and Web.
- **AI Graphology Platform (0→1)** - Built full product architecture from scratch: AI analysis flows, report generation, and dashboards. First-of-kind product for the client, shipped on schedule.
- **Voice Communication SaaS (USA)** - Designed end-to-end async voice communication flows: low-friction recording, sharing, and inbox management.
- **Enterprise SaaS** - Restructured core inspection workflows, reducing steps-to-task across 3 primary user journeys.

Product Designer | Josh Talks Pvt. Ltd.

Apr 2022 – Apr 2024 (2yr 0m) | Gurugram, India

- **Design System (0→1)** – Built Atomic Design System from ground up across 3+ sub-products. Reduced dev turnaround by ~40% and cut handoff friction significantly.
- Redesigned onboarding and first-use flow. 10% increase in users completing their first meaningful action.
- Restructured subscription and payment screens. 12% lift in paid feature conversion.

Graphic Designer | BeerBiceps Media World Pvt. Ltd.

June 2020 – Mar 2022 (1yr 10mos), Mumbai, Maharashtra

- Scaled Instagram from 0 to 120K+ followers and contributed to 400% engagement growth through data-informed visual systems. Built a 75+ asset design library saving 8 hrs/week in production.

Education

B.E. Civil Engineering

Bhagwan Mahavir College of Engineering and Technology, Surat

July 2017 – July 2021

Skills

Specialisations

0→1 Product, AI Platforms, Healthcare UX, SaaS / B2B, Design Systems

Design

UI/UX Design, Design Systems, Wireframing, Prototyping, User Research, Product Strategy, Usability Testing, Info Architecture

Technical

HTML/CSS, Responsive Design, No-Code Development.

Tools

Design

Figma (Expert), Adobe CC, ProtoPie.

AI

Claude Code, Figma Make, Replit, Google AI Studio

Development/Vibe Coding

Webflow, Framer, Basic HTML/CSS.

Management

Jira, Slack, Notion, ClickUp, Trello.

Recognition

4th Place – Delhi Designathon

Top 5 of 200+ · 8-hr Gov-Tech sprint