

Anubhav Verma

Product UX Designer - Interaction Design

Interaction Design & UI/UX Design · AI-Powered Design & Research Tools · Design Systems & Guidelines · Usability Testing & Accessibility (WCAG) · 0→1 / Founding-Team SaaS

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PROFESSIONAL SUMMARY

UI/UX Designer with 6+ years of experience creating excellent end-user interactions and overall experience for data-dense, web-based applications across B2B and B2C — enterprise SaaS, AI agents and agentic AI products, fintech and wealth management, e-commerce, CRM, and Web3 — spanning 0→1 founding-team builds and full-scale redesigns. Shipped four AI agent surfaces (GenAI, Agentic, Conversational, and Automation AI) that grew paid AI adoption by 30%, including an agentic AI layer that proactively surfaces AI-generated suggestions and a conversational AI agent embedded directly on live product pages; led interaction design for a greenfield 0→1 white-label wealth management platform (Clearwater Analytics), owning end-to-end onboarding flow design, visual language, and design system from first wireframe to engineering handoff in ~90 days. Combines discovery research, usability testing, information architecture, interaction design, and scalable design systems and guidelines with close collaboration across Product, Engineering, Operations, Sales, and Marketing stakeholders, adopting a data-driven approach to present design solutions and consistently tying decisions to business outcomes — conversion, retention, adoption, onboarding efficiency, and revenue. Leverages AI-powered design and research tools — Figma AI, GitHub Copilot, Claude, and ChatGPT — to accelerate ideation, prototyping, and usability analysis. Comfortable operating as a founding/lead designer: sole design owner at a fast-moving startup, managing multiple project timelines in a fast-paced environment, mentoring less-experienced designers, and presenting to Director-level stakeholders — driven by client satisfaction and committed to continuous learning on emerging AI design tools and workflows.

KEY ACHIEVEMENTS

- **30% growth in paid AI feature adoption** — designed four AI agent surfaces end-to-end (GenAI, Agentic, Conversational, Automation AI) at Kast
- **0→1 enterprise wealth management platform delivered in ~90 days** — first wireframe to engineering handoff as UX Designer at Clearwater Analytics
- **70% reduction in cart abandonment and 65% increase in direct sales** (25% increase in overall sales) — Nutraj e-commerce conversion redesign
- **25% increase in campaign completion rate** — Automation AI and postcard journey redesign at Kast
- **20% improvement in onboarding efficiency** — Kast SaaS platform redesign across 4 research rounds
- **~30% reduction in repetitive design effort** — design systems, tokens, and component libraries adopted across web, mobile, and marketing

CORE STRENGTHS

- **0→1 & Founding-Team Design Leadership:** Operated as sole/founding product designer at Kast, owning end-to-end design across web, mobile, and internal tools, and delivered a 0→1 enterprise platform in ~90 days at Clearwater Analytics — comfortable owning the full design surface of an early-stage product, managing multiple project timelines, and mentoring less-experienced designers.
- **AI Agent, GenAI & Agentic AI Product Design:** Designed four distinct AI agent surfaces end-to-end at Kast — Social Studio (GenAI creative generation), AI Coach (agentic, proactive AI-generated suggestions and daily-action nudges), Automation AI (one-click multi-channel campaign launch), and Bot Builder (a conversational AI agent embedded on live product pages) — translating into 30% growth in paid AI feature adoption.
- **AI-Powered Design & Research Tools:** Works daily with AI-assisted design tools — Figma AI, Adobe Firefly, and Uizard for rapid concept generation and prototyping; GitHub Copilot, Cursor, and Claude for prototyping interactive components and design-to-code handoff; ChatGPT and Midjourney for content drafting, UX copy, and visual concept exploration; Maze, Hotjar AI, and FigJam AI for synthesizing usability findings at scale; and Stark for AI-based WCAG accessibility validation — moving fast without sacrificing design rigor.
- **Onboarding, Complex SaaS UX & Business Outcomes:** Designs end-to-end onboarding flows and simplifies dense, high-friction workflows — lead management, campaign creation, financial reporting — into intuitive journeys, driving a 20% gain in onboarding efficiency and a 25% lift in campaign completion at Kast.
- **Design Systems, Visual Language & Tokens at Scale:** Built, maintained, and evolved the Kast Design System (KDS) plus reusable component libraries and design guidelines adopted across web, mobile, and marketing; defined a white-label token architecture and visual language separating a buyer-owned brand layer from a locked system layer, cutting repetitive design effort by ~30%.

- **Systems Thinking & Product/Engineering Collaboration:** Unifies patterns across mobile, web, marketing, and internal tools into cohesive end-to-end systems; partners closely with PMs and engineers on feasibility, IA, and design-to-dev handoff — proven through KDS and a consolidated enterprise wealth-management module at Clearwater.
- **Conversion-Focused UX:** Turns dense user journeys into high-converting flows using research, tree testing, and A/B framing — proven across e-commerce, fintech, and SaaS, including a 70% cart-abandonment drop and 65% direct-sales growth at Nutraj.
- **Fintech, Investments & Wealth Management UX:** Strong working knowledge of investments and capital-markets workflows — portfolios, holdings, positions, transactions, benchmarks — applied hands-on to a 0→1 enterprise wealth platform, including compliance-sensitive advisor–client experiences.

PROFESSIONAL EXPERIENCE

Product Designer (Founding / Sole Designer — End-to-End Ownership) | Kast — Remote | Jan 2025 – Feb 2026

Real-estate SaaS and GenAI/Agentic AI growth ecosystem — mobile app, web app, landing pages, automation workflows, and internal tools.

- Redesigned the core platform experience for feature discoverability and task completion, achieving a **20% improvement in onboarding efficiency**; mapped the full user journey, ran usability testing, and iterated across 4 structured research rounds.
- Designed **Automation AI**, turning multi-channel campaign launch (postcards, WhatsApp messaging, lead workflows) from a multi-step manual process into a single guided flow; redesigned the postcard journey with clearer steps, an improved editing flow, and WCAG-informed contrast and focus states — reducing support escalations and driving a **25% increase in campaign completion rate**.
- Designed **Social Studio**, a GenAI creative suite where agents generate on-brand images, 15-second videos, captions, and landing pages from a single prompt; owned the full prompt-to-output journey — input, AI generation, variant review, edit/approve — removing agents' dependency on external designers.
- Designed **AI Coach**, an agentic AI layer proactively surfacing AI-generated daily-action suggestions (e.g., drafted follow-ups for stalled leads) plus on-demand coaching Q&A, and **Bot Builder**, a conversational AI agent answering visitor questions on agent websites and property landing pages without human handoff — together with Social Studio and Automation AI, driving **30% growth in paid AI feature sales**.
- Rebuilt lead management into a conversion system — groups, tags, priority levels, and dedicated lead profiles centralizing campaigns, communication, and activity — and integrated **WhatsApp Business messaging** directly into product workflows, replacing fragmented external tools.
- Created and maintained the **Kast Design System (KDS)** — tokens, component library, and documentation adopted across web, mobile, and marketing surfaces, defining the product's visual language and accelerating design-to-development handoff and reducing design debt.

UX Designer (Contract) | Clearwater Analytics — Noida, UP, India | Jul 2024 – Aug 2024

Greenfield 0→1 white-label B2B enterprise SaaS for private wealth management, designed in weekly cross-functional working sessions with an anchor design partner and sold white-label to private wealth management firms.

- Owned UI/UX design end-to-end — IA, wireframes, high-fidelity UI, design system and tokens, and dev QA — delivering **first wireframe to engineering handoff in ~90 days**; reported to PMs and Director-level stakeholders at Clearwater Analytics.
- Architected a **two-persona platform (“one product, two front doors”)** on a single data model: advisor views built for triage at scale and client views built for comprehension, across web and mobile.
- Designed compliance-grade context integrity — role-keyed interface theming, explicit client-preview banners with one-click exit, and a whole-book client switcher — preventing cross-client errors in a regulated wealth environment.
- Structured dense financial data without overwhelming users: household → entity → account → position roll-ups, progressive-disclosure data grids, chart/table toggles, benchmark comparisons (S&P 500, Russell 2000), time-weighted return, and 12-month projected-income forecasting.
- Defined a **white-label token architecture** separating a buyer-owned brand layer (color, typography, logo) from a locked system layer (grid, spacing, components, IA) — enabling every branded instance to receive updates from one codebase.
- Proposed and designed an embedded advisor text-and-call channel connecting client insight → conversation → action; ran 2–3 weekly discovery sessions with advisory and product teams and stayed embedded through the build for design QA.

UI/UX Designer → Senior UI/UX Designer | SocialNinjaz Technologies & Creative Media — Noida, UP, India | Nov 2021 – May 2024

Promoted to Senior within 1 year — delivered 5+ SaaS, e-commerce, and Web3 products for international clients.

- Led the complete redesign of Nutraj's e-commerce experience — navigation architecture, product discovery, PDP, checkout flow, and visual hierarchy — **reducing cart abandonment by 70% and driving a 65% increase in direct sales** (25% increase in overall sales); validated navigation changes via tree testing and A/B framing.

- Grounded the redesign in **154 customer interviews** (including 58 existing customers), competitive analysis of category leaders (Tata Nutrikorner, Happilo, Farmley, True Elements), and journey mapping across four buyer personas.
- Designed the brand architecture and shopping experience for **5 sub-brands** (Classic, Anmol, Bactopure, Snackrite, Kitchen Essentials), aligning IA, merchandising, and messaging with distinct audience segments.
- Designed Web3 products end-to-end: **Univault** (DeFi platform for building and managing on-chain vaults), **TheUpsideSpace** (curator-led NFT marketplace — primary/secondary sales, tokenization, filtering, and community features), and **MetaEngine** (Web3 game-building platform).
- Built design system foundations — token structure, component libraries, and developer handoff documentation — cutting repetitive design effort by **~30%** and ensuring brand consistency across international client work.
- Introduced structured critique sessions and a peer-review QA process, raising output consistency; mentored 4 junior designers into independent contributors.

Graphic Designer | Fiveminds — Remote | Jan 2020 – Nov 2021

- Designed brand creatives, digital campaigns, website visuals, and early UI concepts for multiple clients — building strong foundations in typography, layout, visual hierarchy, and digital storytelling.
- Managed client communication and visual direction across simultaneous fast-moving projects, developing the stakeholder-alignment habits that underpin current product design practice.

SKILLS AND EXPERTISE

- **Product & UX Design:** End-to-End Product Design (0→1 and Redesigns), Founding-Team / Founding Designer Ownership, Visual Design, Visual Language Definition, User Research, Mobile Application Design, UX Strategy, Design Thinking, Systems Thinking, User-Centered / Human-Centered Design, Frontend Principles, Information Architecture (IA), Design Communication, User Flows, Journey Mapping, Wireframing, Low- and High-Fidelity Prototyping, Rapid Prototyping, Interaction Design, UI Design, Mobile-First Design, Responsive Web Design, Cross-Platform Design (iOS, Android, Web), Dashboard Design, Data Visualization, Onboarding Flow Design & Activation UX, Conversion Rate Optimization (CRO), Product Thinking, Accessibility (WCAG), Inclusive Design, Motion Design, Affinity Mapping, UX Writing & Microcopy
- **Research & Validation:** User Research, Discovery Research, Generative & Evaluative Research, User Interviews (150+ conducted), Qualitative & Quantitative Research, Usability Testing (Moderated & Unmoderated), Tree Testing, A/B Test Framing, Heuristic Evaluation, Card Sorting, Competitive Analysis, Contextual Inquiry, Personas & Segmentation, Behavioral Analytics, Data-Informed Iteration, Hypothesis-Driven Design, Design Token Tooling and Pipelines
- **AI Product Design:** AI Agent Product Design, Canvas-Based AI Collaboration (PM / Designer / AI Agent workflows), AI-Generated Suggestion UX Patterns, Persistent Memory & Context-Aware AI UX, Product-Aware AI Design, Generative AI (GenAI) UX, Agentic AI UX, Conversational AI & Chatbot Design, Automation AI Workflows, LLM Product Design, AI Assistant & Copilot Design, API Integrations, Rapid AI Prototyping, AI Systems Design, MCP Awareness, AI UX, RAG-Aware UX, Prompt-to-Output Journeys, Human-in-the-Loop Review & Approval Flows, AI Trust, Transparency & Adoption
- **Domain Expertise:** AI-First Product Design, AI Product Agents, Founding Team / 0→1 Product Design, Generative AI (GenAI), Agentic AI, AI Copilots, Conversational AI, AI Automation, Prompt-Driven UX, Human-in-the-Loop Workflows, LLM-Powered Experiences, AI Assistants, B2B SaaS, Enterprise SaaS, Enterprise UX, B2C Products, Fintech, Wealth Management, Investment Platforms, Capital Markets, Portfolio & Holdings Data, CRM & Lead Management, Marketing Automation, Real Estate SaaS (PropTech), E-commerce & D2C Retail, Web3, DeFi, NFT Marketplaces
- **Design Systems & DesignOps:** Design Tokens (W3C), Component Libraries, Pattern Documentation, Multi-Brand / White-Label Theming, Material Design, MUI, Figma Library Governance, Design-to-Development Handoff, Design QA
- **Design Tools:** Figma, Sketch, FigJam, Zeplin, Adobe XD, Illustrator, Photoshop, After Effects, UXPin, Maze, UserTesting AI, Hotjar AI, Stark, Blender 3D, Notion, Jira
- **Frontend & Technical Literacy:** HTML, CSS, JavaScript, React, Angular (Familiarity), Design-to-Code Handoff, Git/Version Control (Basic), REST APIs & JSON (Conceptual)
- **AI & Emerging Tools:** Claude, ChatGPT, Gemini, Perplexity, Midjourney, GitHub Copilot, Cursor, Adobe Firefly, Uizard, FigJam AI & Vibe-Coding Tools (Figma Make, v0, Lovable, Bolt.new, Claude Design)
- **Collaboration & Leadership:** Agile/Scrum, SAFe, Cross-Functional Team Embedding, PM & Engineering Collaboration, Stakeholder Management (Executive-level), Executive & Director-Level Presentations, OKR, Design Critique Facilitation, Mentoring, Microsoft Office & Microsoft Copilot, Client Satisfaction, Time Management, Documentation & Attention to Detail, Verbal & Written Communication, Organizational & Interpersonal Skills, Problem-Solving

EDUCATION

Diploma in Digital Design and Animation — Arena Animation | 2019 – 2021

Foundational training in visual design, animation principles, typography, and 3D — the visual craft underpinning current UI/UX and design-system work.

B.A. Program — Delhi University, School of Open Learning | 2019 – 2022

Undergraduate degree pursued alongside professional design training.