

Apurva Ulabhaje

SENIOR PRODUCT DESIGNER

Senior Product Designer with 6+ years owning design from strategy to launch for B2B and AI SaaS platforms in healthcare, CRM, e-commerce, and IoT. Built a product from 0→1 as a startup's founding designer.

PROFESSIONAL EXPERIENCE

Senior Product Designer | Aug 2025 - Present

Sunbelt Rentals (E-commerce rental company)

- Led the end-to-end redesign of a B2B platform for 40K+ users, **validating concepts early with AI prototypes in Claude Code**; lifted retention from 50% to 70%.
- Defined a 2-year UX vision by leading cross-functional workshops with Product and Engineering leaders, tying roadmap priorities to OKRs and North Star metrics.
- Shipped 20+ WCAG AA-compliant features for **data-heavy workflows on iOS and web, boosting task completion by 40%**.
- Enhanced the design system by creating 17+ reusable components with dev specs, leading to uniform design patterns.

Product Designer | May 2024 - May 2025 (Contract)

Tenon (Series A startup for marketing automation)

- Owned 0→1 design as the sole designer, from strategy to MVP**; used AI prototypes to test workflows, helping close a \$329K enterprise deal.
- Defined the design strategy through a **research-backed prioritization framework** that aligned 5 cross-functional teams on 30+ design decisions and the go-to-market roadmap.
- Optimized Figma-to-code handoff, improving feature release efficiency by 20%.
- Refined interactions and responsive layouts from a heuristic evaluation and 12 usability tests on AI prototypes.

UX Designer & Researcher | Aug 2023 - May 2025

Indiana University (Healthcare & conversational AI design)

- Led healthcare AI research end-to-end**, including 19 in-depth interviews on trust, privacy, and accessibility.
- Designed, prototyped, and tested features for a conversational AI health assistant for older adults using **LLM-integrated prototypes, improving task completion by 35%**.
- Facilitated cross-functional design reviews and prioritized 50+ product recommendations.

Founding UI/UX Product Designer | Jul 2020 - Jul 2023

Wipro Linecraft AI (IoT startup for an AI analytics enterprise platform)

- Owned end-to-end design of an AI analytics platform from concept to launch through 15 months of agile sprints, driving 5 new client acquisitions.
- Shaped product strategy with Product and Engineering**, launching features that increased engagement by 80%.
- Created a research repository of 45 competitors and led ethnographic research to identify 12 distinct personas.
- Built the company's first design system**, adopted by 30+ stakeholders, and mentored junior designers.



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NY, USA (Open to relocation)

EDUCATION

2025 | M.S

Human-Computer Interaction

Indiana University

2020 | B.DES

Service & UX Design

Srishti Institute of Design

SKILLS

Design & Research: Wire framing & Prototyping, Design Systems, Information Architecture, Responsive Design, User Interviews, Usability Testing, Interaction Design, UX Copy Writing.

AI-Powered UX: AI Prototyping, AI Prompt Design, LLM-Integrated UX Workflows.

Product Strategy: Business and UX Prioritization, Product Road mapping.

TOOLS

Figma, Figma Make, Claude Code, Codex, SwiftUI, Framer, Lovable, ProtoPie, Builder.io, Voiceflow, Basics of HTML & CSS.

PUBLICATIONS

2025

ACM CHI 2025

[Conversational AI Design for Older Adults](#)