

Apurva Ulabhaje | UX Product Designer

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Summary: 5+ years of leading end-to-end UI/UX designs for B2B, B2C Enterprise, and AI-based SaaS solutions. Startup experience as a Founding Designer with expertise in GenAI, user research, interaction design, and scalable design systems. Proficient in Figma and Adobe Creative Suite, with experience in Healthcare, CRM, Fintech, and Data Analytics.

Professional Experience

Product Designer (Contract)

May 2024 - May 2025

Tenon Software Inc. (SaaS Startup for marketing automation - USA)

- Led 0-1 designs for a B2B SaaS platform by **shipping 40+ user flows through discovery and high-fidelity prototypes** using LLMs, which helped secure a \$329K deal in a fast-paced environment.
- Enhanced the **design system** by creating 17+ reusable components with dev specs, **leading to uniform design patterns**.
- Improved micro-interactions and responsive design by leveraging insights from heuristic evaluation and 12 user tests.
- Developed a feature prioritization UX strategy using customer and business feedback, enhancing collaboration across 5 cross-functional teams and streamlining startup design culture.
- Strategized **design-to-development handoffs in Figma** that boosted feature release efficiency by 20%.

UX Designer & Researcher

Aug 2023 - May 2025

Indiana University (Healthcare & Conversational AI Design - Paper presented & published in ACM CHI 2025)

- Led qualitative and quantitative research by conducting 19 in-depth user interviews to uncover **actionable user needs**.
- Strategized features to improve voice assistant design using LLMs for older adults, boosting task completion by 35%.
- Facilitated design reviews, **documenting key decisions** and 50+ action items for a seamless design process.

User Experience Designer

Nov 2021 - Jul 2023

Globant (Global IT and software development company)

- Enhanced usability for a web platform through A/B testing, leading to **5 optimized flows for 25,500 diverse users**.
- Redesigned information architecture for DTC SaaS, improving personalization and reducing user drop-off rates by 55%.
- Facilitated 7 design brainstorming sessions to align user requirements with business and technical goals.

Founding UI/UX Product Designer

Jul 2020 - Nov 2021

Wipro Linecraft AI (IoT Startup for an AI analytical enterprise tool)

- Owned end-to-end designs of the software from **concept to test till launch**, resulting in 5 new client acquisitions while mentoring junior designers.
- Led agile design sprints for 15 months, **managing the research and design operations** to align processes in the startup.
- **Strategized new product features** with the product and engineering teams that increased user engagement by 80%.
- Created a research repository of 45 competitors and led ethnographic research to identify 12 distinct personas.
- Built a **foundational design system** by defining color theory, iconography, and typography to streamline design library management for 40 multidisciplinary users in the company.

Education

Master of Science in Human-Computer Interaction

Aug 2023 - May 2025

Indiana University, Indianapolis, IN (GPA: 4/4)

Bachelor of Design in Service & UX Design

Jun 2016 - Jul 2020

Srishti Manipal Institute of Art, Design and Technology

Skills

Design: Design for AI, Responsive Design, Design Systems, Storyboards, Mockups, Prototyping, Interaction Design for iOS, Android, Web, Tablets, Visual design, UX Copywriting, HCI, Journey Mapping, Accessibility, WCAG guidelines.

UX Research: Qualitative and Quantitative Research (Interviews, observations, ethnographic research, etc.), A/B Testing, Planning and Strategizing Research Methods, Card Sorting, Personas, User Journeys, and Statistical Analysis.

Product Strategy: Stakeholder & Client Management, Business Canvas, GMT strategy, Agile.

Software: Figma, Miro, Framer, Protopie, Canva, Qualtrics, Illustrator, Voiceflow, Sketch, Jira, Excel, Basics of HTML & CSS.

Certifications: CITI IRB certified in Social/Behavioral Research, LinkedIn certified in Project Management skills for leaders.