

# Apurva Ulabhaje

## SENIOR PRODUCT DESIGNER

5+ years of designing 0→1 enterprise SaaS and AI-powered B2B/B2C products. Experienced in UX strategy and user research across Healthcare, CRM, E-commerce, and IoT platforms.



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SC, USA (Open to relocation)

## PROFESSIONAL EXPERIENCE

### Senior Product Designer | Aug 2025 - Present

Sunbelt Rentals (E-commerce rental company)

- Led the redesign of the rental management flow from **product discovery to full rollout for 40K+ users**, boosting customer retention from 50% to 70%.
- Shipped 10+ high-impact features **using AI agents in a fast-moving roadmap** to deliver responsive experiences aligned with WCAG accessibility standards.
- Drove workshops with Product and Engineering **to define the 2-year UX vision**.
- Owned the user onboarding experience, increasing task completion by 40% through rapid user interviews and usability testing.

### Product Designer | May 2024 - May 2025

Tenon (Series B startup for marketing automation)

- Owned the **0→1 product design for an AI-powered B2B SaaS platform**, driving early customer adoption and supporting a \$329K enterprise sale.
- Defined UX prioritization strategies using customer and business insights across 4 cross-functional teams, **streamlining the startup design culture**.
- Optimized Figma design-to-developer hand-off, improving feature release efficiency by 20% in a fast-paced setup.

### UX Designer & Researcher | Aug 2023 - May 2025

Indiana University (Healthcare & conversational AI design)

- **Led mixed-method UX research**, conducting 19 in-depth interviews to identify actionable user insights.
- Facilitated design reviews and documented 50+ action items for the roadmap.

### User Experience Designer | Nov 2021 - Jul 2023

Globant (Global IT and software development company)

- Redesigned B2B SaaS information architecture, reducing drop-offs by 55% through improved personalization.
- Improved usability by A/B testing 5 key user flows for 25K+ users.

### Founding UI/UX Product Designer | Jul 2020 - Nov 2021

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

- Owned **end-to-end product designs from concept testing to launch**, resulting in 5 new client acquisitions.
- Led agile sprints for 15 months, managing the design and research operations to align processes in the startup.
- Created a competitive research repository and identified 12 user personas through ethnographic research.
- **Built and scaled a foundational design system** used across 30+ cross-functional stakeholders.

## 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, Framer, Lovable, ProtoPie, Builder.io, Voiceflow, Basics of HTML & CSS.

## PUBLICATIONS

2025

ACM CHI 2025

[Conversational AI Design for Older Adults](#)