

# Apurva Ulabhaje | Product Designer

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**Summary:** 5+ years of leading UI/UX designs for B2B, B2C Enterprise, and AI-based SaaS solutions. Founding Designer with early-stage startup experience spanning E-commerce, Healthcare, CRM, and Data Analytics.

## Professional Experience

### Product Designer

Aug 2025 - Current

Sunbelt Rentals Inc. (E-commerce Rental company)

- Owned the end-to-end redesign of the customer rental management portal for 40K users, shipping production-ready, responsive designs that drove 70% higher engagement.
- Shipped 10+ high-impact features with Product and Engineering, **boosting feature adoption in a fast-moving roadmap**.
- Translated user needs into scalable solutions through rapid UX research and testing, improving task success by 30%.

### 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.
- **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.
- 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 B2B SaaS, improving personalization and reducing user drop-off rates by 55%.

### 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.
- Led agile design sprints for 15 months, **managing the research and design operations** to align processes in the startup.
- 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:** AI and no-code tools, Responsive Design, Design Systems, Storyboards, Mockups, Prototyping, Interaction Design for iOS, Android, Web, Tablets, Visual design, UX Copywriting, 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 and UX Prioritization, 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.