

Apurva Ulabhaje | UX Product Designer

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4+ years of leading end-to-end UI/UX designs for **B2B, B2C Enterprise and AI-based SaaS** solutions | **Startup** Experience

Work Experience

Product Designer | Tenon, USA (*Startup pioneering in SaaS marketing automation*) May 2024 - Present

- Led 0-1 designs for a B2B SaaS platform by shipping 20+ user flows through discovery and high-fidelity prototypes that **helped secure a \$329K deal in a fast-paced environment.**
- Prioritized roadmap features to **boost development efficiency by 20%**, fostering a streamlined design startup culture.
- Enhanced the **design system** by creating 17+ reusable components in Figma with dev specs **leading to uniform design patterns**, layouts, responsive web designs, and accessible documentation.
- Collaborated with 3 **cross-functional teams**, of engineers, product managers, and marketers to **align on requirements.**

Lead Experience Designer | Indiana University (*NSF-funded research lab*) Aug 2023 - Present

- Strategized end-to-end design creation of voice assistant design for the elderly to reduce social isolation by 40%.
- Led qualitative and quantitative research, by conducting 19 in-depth user interviews to uncover **actionable user needs.**

UX Product Designer | Globant (*Global IT and software development company*) Nov 2021 - Jul 2023

- Enhanced usability for a web platform through A/B testing, leading to **5 optimized flows for 25,500 diverse users.**
- Led client communications to redefine information architecture for a B2C platform, resulting in a 55% reduction in user drop-off rates through **strategic design trade-offs aligned with technical and business goals.**

Founding Product Designer | Wipro Linecraft AI (*IoT Startup for an AI analytical enterprise tool*) Jul 2020 - Nov 2021

- 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 UX and research 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 users in the company.

Product Design Intern | Persistent Systems (*AI enterprise IT consulting*) May - Jun 2019

- Designed an interactive UI prototype through scenario-based storytelling, resulting in 2 successful fintech sales pitches.

UX/UI Intern | Indypay Technologies (*SaaS for business services, real estate, and renting*) Jan - Mar 2019

- **Led the redesign** of information architecture based on qualitative user feedback, **increasing user retention by 70%.**

UX Design Intern | Tata Motors (*Multinational automotive company*) May - Jun 2018

- Created innovative user profiles for a mobility app, surveying 80 users leading to quantitative actionable insights.

Education

Master of Science in Human-Computer Interaction Aug 2023 - May 2025

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

Bachelor of Design | Service Design, UX design Jun 2016 - Sep 2020

Srishti Manipal Institute of Art, Design and Technology

Skills

Design: Storyboards, Mockups, Prototyping, Interaction Design for iOS, Android, Web, Tablets, Visual design, UX copywriting, Design Systems, HCI, problem-solving, effective design communication skills, team collaboration, CRM.

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.

Software: Figma, Adobe XD, Loom, Qaultrics, Illustrator, Photoshop, Sketch, InVisio. Excel, Basics of HTML, CSS.