

Subhrajit Pathak

Product Designer | UX Designer

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[Portfolio](#) | [LinkedIn](#) | [GitHub](#)

SUMMARY

Product Designer with 2.8 years of experience shipping user-centered products across fintech, healthcare, AI, and B2B SaaS. Own the full cycle: user research, usability testing, heuristic evaluation, information architecture, wireframes, high-fidelity UI, design systems, prototyping, and developer handoff. Build and maintain token-driven design systems adopted across multiple live products, and design to WCAG 2.1 AA from the first artboard. Work daily in Agile teams with product managers and engineers, and use AI-assisted workflows to move from research synthesis to production-ready specs faster.

SKILLS

Design: User Experience (UX), User Interface (UI), Product Design, Interaction Design, Design Systems, Component Libraries, Design Tokens, Information Architecture, Wireframing, Prototyping, Responsive and Mobile-First Design, Accessibility (WCAG 2.1 AA), Data Visualization, Visual Design

Research and Process: User Research, Usability Testing, Heuristic Evaluation (Nielsen), Journey Mapping, User Flows, Jobs-to-be-Done, Competitive Analysis, Design Sprints, Agile and Scrum, Stakeholder Management, Developer Handoff, Design Documentation, Design QA

Tools: Figma, FigJam, Framer, Miro, Maze, Zeplin, Adobe Illustrator, Adobe Photoshop, HTML, CSS, Git, Style Dictionary, Claude Code, Generative AI Tools

Domains: Fintech and Wealth Management, Healthcare SaaS, B2B and B2C SaaS, AI Products, CRM Platforms, Mobile Applications, Marketing Websites

EXPERIENCE

Associate UX Designer, Techdome Solutions Pvt. Ltd.

Hyderabad, India | November 2024 - Present

- Own end-to-end product design for AI tools, B2B SaaS platforms, CRM systems, and B2C products, converting ambiguous business requirements into shipped, validated interfaces.
- Built and maintained a token-driven design system and component library adopted across 3 live products, cutting UI inconsistencies and reducing design-to-development handoff cycles.
- Designed conversion-focused web experiences for healthcare clients that directly won the company new web design contracts.
- Ran heuristic evaluations and design QA across active projects, catching usability and accessibility defects before release rather than after.
- Partnered daily with engineering and QA through the full delivery lifecycle to keep implementation faithful to spec and releases on schedule.
- Introduced Generative AI into the design workflow for research synthesis, content variants, and rapid prototyping, and shipped AI-native product experiences on top of it.
- Awarded the Connoisseur Badge (December 2025) by the UI/UX Manager for design quality and for pioneering AI-integrated design workflows company-wide.

UI/UX Designer, Calypsu Design Studio

Delhi, India | October 2023 - October 2024

- Designed end-to-end product experiences across fintech, AI, and ed-tech platforms, simplifying multi-step user journeys into flows users could complete unaided.
- Led UX for a women's fitness app with a period-tracking module, using empathy-driven research to handle sensitive health data with care.
- Delivered 3D creative ad campaigns for 5+ brands, driving an average 25% lift in social media engagement.
- Built a complete brand identity system covering visual language, typography, and digital style guidelines, delivered as a production-ready brand kit.
- Managed concurrent client projects while holding visual coherence across every digital touchpoint.

SELECTED PROJECTS

Nivex - Prescription-Based Wealth Platform (Fintech)

- Lead designer for a mobile-first wealth platform positioned as a "doctor for your money," translating dense financial data into a clear, ranked set of next actions.
- Structured the core journey as Financial Data to Diagnosis to Prescription to Execution to Continuous Monitoring, giving users one coherent path from discovery to acting on a recommendation.
- Designed the diagnosis experience that unifies income, expenses, loans, insurance, family and life goals, and investments into a single planning view.
- Built the Nivex Design Platform, a documented design system with 25 components, 18 chart patterns, and a Style Dictionary token pipeline that generates themed CSS from a single source of truth, so no value is hardcoded downstream.
- Authored the accessibility and responsive standards for the system: WCAG 2.1 AA contrast and keyboard support on every component, and layouts verified from 320px upward.
- Delivered the information architecture plus pre-auth, onboarding, and diagnosis experiences for the PWA, alongside three product prototypes and the marketing site built directly on the system.

RiseAngle - AI Short-Video Platform (riseangle.com)

- Led end-to-end UX and product design for an AI platform that automates faceless TikTok and YouTube Shorts production for creators, founders, and brands.
- Rebuilt the product from desktop-first to mobile-first responsive SaaS after finding that over 70% of active users were on mobile.
- Reworked onboarding, the subscription upgrade path, and the monetization flow to lift conversion and cut drop-off.
- Shipped high-fidelity prototypes and flows for template selection, AI video generation, and content scheduling, taking the product from 0 to MVP.

Wizlo - Healthcare SaaS Platform

- Ran a structured heuristic evaluation of the Form Builder and Form Management screens against Nielsen's 10 heuristics, documenting 38 usability issues rated Critical, Medium, or Low.
- Surfaced the core defect: the form builder required JavaScript knowledge, leaving clinics 100% dependent on the support team to create any form.
- Led the ground-up redesign, a three-panel layout (field palette, canvas, properties), live preview, and a pre-publish validation checklist, letting non-technical clinic admins build and publish forms independently.
- Produced formal UX audit documents with observations, heuristic mappings, and prioritized recommendations that became the evidence base for the wireframe phase.

EDUCATION

Bachelor of Arts in Economics (Honors), Andhra University

Visakhapatnam, India | 2020 - 2023 | GPA: 7.0 / 10.0

AWARDS

Connoisseur Badge, Techdome Solutions, December 2025. Recognized by the UI/UX Manager as a domain expert for design quality and for introducing Generative AI into the company design workflow.