

Gaurav Bhatti

AI Product Designer | SaaS & B2B | AI Researcher

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Location Pune, Maharashtra, India

PROFESSIONAL SUMMARY

Product Designer with 3+ years of experience owning **end-to-end design** for complex **B2B SaaS platforms** from discovery and customer research to pixel-perfect developer handoff. Specialised in operational and fintech **UX: multi-persona dashboards, approval workflows, KYC onboarding flows, and real-time tracking interfaces**. Delivered 20% improvement in user engagement and **30% reduction** in iteration time through scalable design systems. Fluent in **AI-assisted design** (Galileo AI, v0.dev, Cursor) and frontend implementation (Next.js, HTML/CSS/JS). Comfortable joining customer calls, synthesising pain points, and translating findings into validated prototypes fast.

SKILLS

UX Methods: Design Thinking, User Research, Information Architecture, Journey Mapping, Affinity Mapping, Heuristic Evaluation, Usability Testing, A/B Testing, Wireframing, Prototyping,

Micro-interactions, Design Systems, Data Visualization, Analytics & Testing,

Design Tools: Figma, Adobe XD, Sketch, FigJam, Design Tokens, Adobe XD

AI-Assisted Design: ChatGPT, Galileo AI, Uizard, v0.dev, Cursor, Antigravity

Frontend Knowledge: HTML5, CSS3, JavaScript, Next.js, Responsive Design, Mobile-First Design

Accessibility: WCAG 2.1 AA, Inclusive Design Principles, AI-Assisted Design row

Collaboration & Product Tools: Jira, Notion, Miro, Git, GitHub, Bitbucket

Soft Skills: Cross-functional Collaboration, Problem Solving, Stakeholder Communication, Agile/Scrum

PROFESSIONAL EXPERIENCE

UI/UX Designer | Shree Maruti Integrated Logistics Limited

Aug 2023 – Present

- Led **end-to-end UX/UI design** across 5+ logistics and e-commerce platforms, from discovery and research to developer handoff.
- Improved **user engagement by 20%** by redesigning key interfaces and optimizing user workflows.
- Built a **scalable Figma design system and component library**, reducing iteration time by **30%**.
- Conducted **usability testing** and translated complex logistics workflows into intuitive user flows and prototypes.
- Rapidly prototyped functional UI concepts using **AI-assisted tools**, reducing back-and-forth with engineering teams.

SELECTED PRODUCT

InnoFulfill - E-commerce service [↗](#)

- Designed an intuitive logistics platform, improving interactions between clients, sellers, and shipping partners across 3 distinct user personas.
- Created user flows and dashboards for order management, shipment tracking, and fulfillment operations validated through usability testing.

Snap Funds – Fintech Personal Lending Platform [↗](#)

- Designed the end-to-end user experience for a regulated personal lending platform (loans up to ₹5,00,000), registered with FACE, an RBI-recognised self-regulatory organisation.
- Built a fully paperless KYC onboarding flow using progressive disclosure, breaking a complex verification process into guided, low-friction steps that minimised user drop-off.
- Designed EMI selection and repayment interfaces that surface transparent, jargon-free pricing, ensuring users fully understood their repayment schedule with no hidden fee surprises

Farmaswift – Pharma Fulfillment Platform [↗](#)

- Designed dashboards for **cold-chain logistics, SLA tracking, and geo-fencing operations**.
- Built interfaces for **WMS operations, returns management, sorting workflows, and batch-level tracking**.

TMS – Transport Management System

- Led **end-to-end UX design** for a logistics transport management platform.
- Designed operational dashboards for **trip assignment, vehicle management, and route optimization**.

ACHIEVEMENTS

- **SMILe Ratna Puraskar** [↗](#)
Awarded for outstanding contribution in UI/UX design.
- **Winner - Cybersecurity and Women's Safety Competition** [↗](#)
Organized by the Commissioner of Police, Amravati.
- **Dell Campus Ambassador** [↗](#)
During my engineering studies, I actively collaborated with leaders.

CERTIFICATIONS

- User Experience Design from A-Z - Adobe XD, Figma - **Udemy**
- Foundations of User Experience (UX) Design- **Google**
- Product Design Brainstorming with Miro - **Coursera**
- The fundamentals of digital marketing - **Google Garage**
- Dell Campus Ambassador - **Dell**

EDUCATIONAL QUALIFICATIONS

- **Sant Gadge Baba Amravati University**, B.E Computer Science Engineering 2019 – 2023