

# Subhrajit Pathak

Product Designer | UX Designer

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Portfolio: [www.subhrajitpathak.online](http://www.subhrajitpathak.online) | [LinkedIn](#) | [GitHub](#)

## SUMMARY

Product Designer with 2.9 years of experience across fintech, healthcare, AI, and B2B SaaS. 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, using AI-assisted workflows to move from research synthesis to production-ready specs.

## SKILLS

**Design:** Product Design, UX and UI 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

**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, Developer Handoff, Design QA

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

## 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, standardizing UI patterns and shortening design-to-development handoff.
- 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.
- 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.

### 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 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, and built a complete brand identity system delivered as a production-ready brand kit.

## SELECTED PROJECTS

### Nivex - Prescription-Based Wealth Platform (Fintech)

- Lead designer for a mobile-first wealth platform positioned as a "doctor for your money." Structured the core journey as Financial Data to Diagnosis to Prescription to Execution to Continuous Monitoring, giving users one coherent path from discovery to action.
- Built the Nivex Design Platform: 25 documented components, 18 chart patterns, and a Style Dictionary token pipeline generating themed CSS from a single source of truth, so no value is hardcoded downstream.
- Authored the system's accessibility and responsive standards, with WCAG 2.1 AA contrast and keyboard support on every component and layouts verified from 320px upward.

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

- Led end-to-end UX for an AI platform automating faceless TikTok and YouTube Shorts production, taking it from 0 to MVP with flows for template selection, AI video generation, and scheduling.
- Rebuilt the product from desktop-first to mobile-first responsive SaaS after finding over 70% of active users were on mobile, and reworked onboarding and the upgrade path to cut drop-off.

### 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 fully dependent on the support team to create any form.
- Led the ground-up redesign, a three-panel layout (field palette, canvas, properties) with live preview and pre-publish validation, letting non-technical clinic admins publish forms independently.

## EDUCATION AND AWARDS

**Bachelor of Arts in Economics (Honors)**, Andhra University, Visakhapatnam, India | 2020 - 2023

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