

SHAKTI RAI

LEAD PRODUCT DESIGNER (UI/UX)

UX Strategy · AI-Powered Experiences · Revenue-Driven Design

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SUMMARY

Lead Product Designer with 5+ years across B2C and B2B platforms, specializing in UX/UI design, AI-native product design, and design systems. Proven track record of 0-to-1 launches and large-scale redesigns with measurable outcomes, including +58% lead form submissions and 40% faster agent workflows. Works as a designer-PM hybrid, owning discovery, research, and cross-functional delivery.

EXPERIENCE

Lead Product Designer (UI/UX) · Adventum Student Living, Mumbai

Jul 2023 – Present

- Lead UX and UI across four products (UniAcco, UniEssentials, UniScholars, UniCredits), owning discovery, user research, design systems, and delivery with engineering, product, and marketing.
- Designed a role-based CRM from 0-to-1 for UniCredits (fintech lending), translating loan-officer, agent, and admin workflows into role-specific views, permission-gated UI, and a scalable component structure.
- Rebuilt the UniAcco product detail page (PDP): +26% page views, 39% lower bounce rate, +12% session duration, +18% qualified leads.
- Shipped an AI agent co-pilot chatbot for property discovery, architecting multi-turn conversational flows, LLM prompt structure, fallback and edge-case UI, and trust patterns: agent workflow efficiency up 40%.
- Redesigned the UniCredits lead-generation form using A/B testing and friction analysis: +58% form submissions.
- Rebuilt the UniAcco SalesOps workflow, cutting agent drop-off from 53% to 29%.
- Built UniAcco's token-based design system, component library, atomic structure, and Figma variables, cutting design-to-development cycle time and standardizing developer handoff.
- Launched UniEssentials 0-to-1: 50+ responsive screens across mobile and web, from user interviews and journey mapping through information architecture, brand identity, and go-live.
- Act as Product Manager on Homepage and PLP workstreams, owning scoping, PRDs, sprint planning, design QA, and delivery timelines.

Product Designer · Medikabazaar · Boston Ivy, Mumbai

Aug 2022 – Jun 2023

- Built a 0-to-1 asset management system for 500+ healthcare professionals, mapping complex clinical workflows into simplified user flows and role-based UI: 25% faster onboarding and fewer support escalations.
- Ran a full-cycle research program, 30+ user interviews, competitive analysis, personas, heuristic evaluation, and usability testing, shaping sprint priorities and roadmap direction.
- Delivered end-to-end UX for medical supply procurement, improving task completion in high-stakes clinical workflows.

Associate Product Designer · CarWale · CarTrade Tech, Navi Mumbai

Jun 2021 – Jul 2022

- Improved new-car selection and user-review flows: +18% satisfaction scores, +23% positive feedback.
- Redesigned the auto-finance flow end to end through iterative usability testing and friction reduction: +15% conversion.
- Standardized design documentation and component guidelines, improving engineering handoff quality.

SKILLS

STRATEGY

Product Vision, 0-to-1 Product Design, Data-Driven UX, Conversion Rate Optimization (CRO), Design Thinking, DesignOps, PRDs, Agile / Scrum, Jira

AI UX

LLM Prompt Design, Chatbot UX, Conversational Flows, Edge Case & Fallback UI, Trust Patterns, Voice AI, AI-Native Product Design

TOOLS

Figma (Advanced + Variables), FigJam, Framer, Webflow, Sketch, Adobe XD, Photoshop, Illustrator, Miro, Notion, Cursor, v0, Bolt.new, Claude, ChatGPT, GitHub Copilot, HTML / CSS

LEADERSHIP

Team Mentorship, Stakeholder Management, UX Roadmaps, Hiring & Onboarding, Cross-Functional Collaboration

RESEARCH

User Interviews, Usability Testing, Heuristic Analysis, Persona Development, Journey Mapping, A/B Testing, Qualitative & Quantitative Research

DESIGN

Interaction Design, User Flows, Wireframing, Prototyping, Information Architecture, Responsive Design, Mobile App Design (iOS / Android), Visual Design, Micro-interactions, Design Tokens, Atomic Design, Component Libraries, Material Design, Human Interface Guidelines, Accessibility (WCAG 2.1), Design QA, Developer Handoff

ANALYTICS

GA4, Mixpanel, Hotjar, Microsoft Clarity, MoEngage, Maze, UserTesting

EDUCATION

Master of Design (M.Des), Experience Design

National Institute of Fashion Technology (NIFT), Mumbai · 2019–2021

Bachelor of Science (B.Sc.), Biotechnology

Barkatullah University, Bhopal · 2015–2018