

Simran Chhabriya

Product Designer with 4 years of experience designing B2B SaaS products, marketing websites, and user-centered digital experiences. Experienced in taking products from 0→1, owning the complete design process from research to high-fidelity UI. Currently exploring AI-powered product development and building AI-native products using modern AI tools and workflows.

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Employment

Design Consultant

Jan 2025 - Present

Cargofl.com

Key Contributions:

- Collaborate closely with the marketing and product teams to create user-focused marketing assets and improve the overall product experience for a B2B logistics platform.
- Designed and developed 20+ high-converting landing pages for product launches, feature campaigns, and marketing initiatives.
- Partnered with the marketing team to create visual assets, social media creatives, presentation decks, and branded design collateral across multiple channels.
- Improved the usability and visual consistency of the product dashboard by simplifying complex workflows and refining existing user interfaces. (Due to NDA, product details cannot be publicly disclosed.)
- Worked directly with cross-functional teams to translate business and marketing goals into intuitive digital experiences.
- Maintained design consistency across marketing and product touchpoints while ensuring alignment with the company's visual identity.

Founding Member • Product Designer & Webflow Developer

Jan 2022 - Dec 2024

Heybase.io

- Owned the **end-to-end product design from 0→1**, leading UX, UI, design systems, marketing website, and feature design across the platform.
- Managed design priorities and product roadmap, **successfully delivering 5+ major product features over 3 years.**

Key Achievements:

- 1. Editor:** Designed an intuitive editor for creating personalized digital sales rooms. Enabled sales teams to add text, images, videos, and embed resources. Integrated a feature for recording personalized video messages, similar to Loom, to improve context sharing.
- 2. Activity Log/Insights:** Designed engagement tracking tools, allowing sales teams to monitor client interactions and make data-driven decisions for effective follow-ups.
- 3. Chatbot:** Designed a chatbot for instant client support, enhancing communication and streamlining responses to frequently asked questions.
- 4. Content Library:** Designed a content library for uploading, managing, and sharing frequently used sales materials, improving accessibility and team efficiency.
- 5. Dashboard:** Designed a dashboard providing a comprehensive view of all sales rooms and pre-built templates, enhancing usability and organization.
- 6. Website:** Designed and developed (Webflow) the company website, incorporating visually engaging layouts and clear user journeys to boost engagement and conversions.

Freelance UI/UX Designer

2021 - Present

Various Clients:

- [Hridayam Industries](#): Full website Design + Development on Framer. (*Website launching soon*)
- Exportwiz.com: Designed a complete website and product interface, enhancing usability and aligning with business goals for a seamless user experience.
- [Mannah Wellness](#): Designed and Developer the entire website, incorporating intuitive design elements to improve accessibility and engagement for mental health services.
- **Techcurators**: Designed an assessment portal app, optimizing user flows and interfaces for delivering technical and non-technical assessments efficiently.

Skills

Tools: Figma, AI Tools (e.g., Claude, ChatGPT), Webflow, Framer

UX Design: Wireframing, Prototyping, User Flows, Journey Mapping, Interaction Design

UI Design: Responsive Design, Visual Design, Style Guides

Research & Testing: User Research, Usability Testing, A/B Testing,

Project Management: Collaboration with Cross-Functional Teams, Time Management

Education

10KDesigners

2023-2024

UI/UX Design

Nagpur University

2017-2020

Bachelors in Computer Application