Product Designer & Webflow Developer

Simran Chhabriya

UI/UX Designer & Webflow Developer 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

Independent Product Designer

Feb 2026 - Present

- Partnering with startups across SaaS, logistics, healthcare, and manufacturing to design products, marketing websites, and growth experiences from concept to launch.

Product Designer(UI/UX) & Webflow Developer

Nov 2024 - Jan 2026

Cargofl.com

- Designed 20+ landing pages for product launches, feature announcements, and marketing campaigns across the CargoFL product suite.
- Partnered with the marketing team to create social media creatives, presentation decks, marketing assets, and branded collateral across digital channels.
- Designed motion graphics and product animations using Jitter for marketing campaigns and product storytelling.
- Contributed to improving the usability and visual consistency of internal product dashboards (details under NDA).

Founding Product Designer(UI/UX) & Webflow Developer

Jan 2022 - Nov 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 Work

2021 - Present

Various Clients:

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

Skills

Tools: Figma, AI Tools (Claude, ChatGPT, Cursor), Webflow, Framer, Jitter
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