

SAMIKSHA SHAILENDRA PAWAR

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SUMMARY

Product Designer with 4+ years of end-to-end design ownership from 0 to 1 across AI/ML, enterprise, healthcare, and consumer products. Currently the founding product designer at an early-stage AI startup, prototyping directly in Claude Code, Cursor, and Figma Make rather than handing off to engineering. Independently built and shipped a consumer app solo through AI-assisted prototyping. MS in Human-Computer Interaction. Portfolio at samikshapawar.com.

PROFESSIONAL EXPERIENCE

FOUNDRY 01 LLC | *Founding Product Designer, Labvue*

Jun 2026 - Present

- Leading end-to-end product design for Labvue, a clinical AI platform that translates blood lab results into plain-English summaries, from 0 to 1, owning information architecture, user flows, interaction design, and prototyping in close collaboration with engineering.
- Rebuilt the entire design system from scratch, defining tokens, components, and documentation, prototyping directly in React, Tailwind CSS, and Storybook using Claude Code and Cursor to move from concept to shipped product fast.
- Conducted competitive research across a 12-company matrix and ran 12+ customer calls to define the ICP, identifying the high-trust, high-warmth quadrant as unoccupied by competitors and directly shaping the product roadmap.

LITTLE GARDEN | *Solo Project, built with Lovable*

- Designed and shipped a pixel-art garden simulation app entirely solo, end to end, using AI-assisted prototyping with no developer handoff.

INDIANA UNIVERSITY & IU INNOVATES | *Teaching Assistant & Visual Design Ambassador*

Aug 2024 - May 2026

- Accelerated 5+ zero-to-one startup MVPs using Cursor and Claude Code for AI-assisted prototyping, managing multiple client marketing projects with Canva and Adobe Creative Suite, and owning end-to-end product design from user flows through shipped interfaces.
- Mentored 200+ students in product design and HCI, facilitating design reviews, user interviews, and co-design workshops, improving course evaluation scores by 24%.

HAWORTH INC. | *Design Researcher and Strategist*

May 2025 - Dec 2025

- Shaped design concepts through behavioral research, user ride-alongs, and facilitated synthesis sessions with 14+ office workers, achieving 85% first-round stakeholder sign-off and a 28% increase in user satisfaction.
- Defined success metrics for a VR-enabled research tool, reducing task completion time by 35%, integrating Gemini, NotebookLM, and Relume to accelerate prototyping.
- Owned full research operations, including IRB ethics submission, screener design, and participant recruitment.

COGNIZANT TECHNOLOGY SOLUTIONS | *UX Designer II*

Mar 2022 - Jun 2024

- Won a high-value engagement for a Fortune 500 energy client through a design-led proof of concept, usability testing a dashboard from wireframes to high-fidelity interfaces, achieving 89% design approval and a 46% ease-of-use score.
- Built and maintained a multi-layer design system with Figma component libraries, design tokens, and dark mode theming for simultaneous iOS and Android delivery across 20+ products.
- Redesigned a global pharma company's multi-party clinical approval workflow into a unified design language, reducing time on task 23%.
- Defined the design language for a leading automotive client's GenAI conversational UI across touch and voice, increasing retention 26% and reducing time-on-task 20%.
- Embedded as the sole designer among 25 engineers on a leading automotive client's future-tech team, applying hypothesis-driven design and building a human-in-the-loop review workflow for an AI classifier that let engineers test and correct AI-generated outputs, driving 27% task success and 19% feature adoption.

THEREFORE DESIGN PVT | *UI & Brand Designer*

Sep 2021 - Feb 2022

- Designed and shipped an ecommerce microsite in Webflow for a food & beverage client (15% increase in orders, 36% in satisfaction), and owned UI, illustration, and motion design for product launch videos across multidisciplinary client projects, increasing brand engagement 18%.

EDUCATION

MS, Human-Computer Interaction & Design | Indiana University-Bloomington

Aug 2024 - May 2026

BFA, Graphic Design & Minor: UI/UX | Maharashtra Institute of Technology ADT

Aug 2017 - Jun 2021

SKILLS

Design: Product Design, End-to-End Product Ownership, Information Architecture, Interaction Design, Visual Design, AI/ML Product Design, Design Systems & Component Libraries, High-Fidelity Prototyping, Accessibility (WCAG)

Process: User Research, Usability Testing, Rapid Prototyping, 0-to-1 / Early-Stage Product Design, User Flows, Cross-Functional Collaboration

Tools: Figma, Claude Code, Cursor, Figma Make, HTML/CSS, Adobe Creative Suite