

Harsh Randeria

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CAREER SUMMARY

Product Designer with 4+ years of experience across Product Design, UX Design, and Visual Design, including 2 years 7 months of dedicated end-to-end product design experience. Designed B2B SaaS products, enterprise applications, multi-sided platforms, and institutional systems across PropTech, Automotive, and Infrastructure domains. Delivered measurable product outcomes including a 20% lead-to-booking conversion uplift, 25% reduction in task completion time, and 22% increase in primary CTA engagement through workflow optimisation, UX research, A/B testing, and data-driven design decisions. Strong in enterprise workflow design, dashboard experiences, information architecture, design systems, product discovery, and cross-functional collaboration with developers and business stakeholders.

EXPERIENCE

UI/UX Designer | The Unmarketing Agency | (Remote) Sept 2025 – Present

Property Search - Multi-Sided PropTech Platform (UAE Market) | Collaborated with 5 Designers, Reporting to Design Lead

- Contributed to end-to-end product design for a multi-sided platform serving buyers, investors, agents, and administrators by designing information architecture, interaction patterns, and enterprise workflows across multiple user journeys.
- Reduced design exploration time across a team of 5 by leveraging Figma AI and Claude to streamline competitive research, concept generation, and UX discovery workflows.
- Reduced stakeholder friction across search, investment, and service journeys by designing role-based dashboards and enterprise workflows supporting multiple user groups and business objectives.
- Identified product differentiation opportunities by conducting UX research across 6 global competitor platforms including Zillow, Rightmove, Bayut, Property Finder, Zoopla, and Apartments.com.
- Reduced feature ambiguity by 40% and accelerated developer handoff by implementing structured research synthesis, persona frameworks, journey mapping, and discovery documentation.
- Improved design consistency across Web, iOS, Android, and Admin Portal experiences by contributing to a scalable design system and reusable component library adopted across the product ecosystem.
- Improved operational visibility for platform administrators by designing role-based access patterns, workflow management systems, and dashboard experiences across multiple stakeholder groups.

FutureBuild ([Live Product](#)) - Institutional B2B Platform | Solo Designer, Reporting to Design Lead

- Strengthened institutional credibility across 4 operational verticals by leading end-to-end UX design, information architecture, and enterprise stakeholder journeys for international investors and government partners.
- Increased clarity of multi-sector capabilities by defining investor-first information architecture and navigation systems that enabled faster stakeholder evaluation and decision-making.
- Expanded accessibility for international stakeholders by designing multilingual English and Arabic experiences, adapting information architecture, navigation patterns, and UI components for right-to-left (RTL) workflows.
- Supported investor and stakeholder confidence through an investor-focused digital experience and structured design system; post-launch feedback from leadership indicated the platform contributed to the client's successful international development grant application.
- Accelerated stakeholder alignment and product positioning decisions by partnering directly with C-suite leadership on digital strategy, content architecture, and long-term platform vision.

User Experience Designer | Aviansoft Pvt. Ltd. | Surat, India (Onsite) May 2023 – Feb 2025

CarOnPhone ([Case Study](#)) - B2C Automotive Discovery & Booking Platform (~25K+ Monthly Visitors)

- Lifted lead-to-booking conversion by 20% (3.5% to 4.2%) by redesigning the booking funnel across 4 ideation rounds, each triggered by A/B test data and heuristic flags rather than stakeholder preference.
- Reduced booking drop-off by 18-25% by restructuring multi-step forms, consolidating decision checkpoints, and removing redundant input interactions.

- Cut average task completion time by 25% (6.5 to 4.5 minutes) by streamlining the discovery-to-booking flow and tightening information hierarchy across key screens.
- Increased primary CTA click-through by 22% by reworking visual hierarchy and applying data-led placement decisions on a platform serving 25K+ monthly visitors.
- Shipped a scalable component-based design system as the team's single source of truth by pairing daily with 8+ developers on Figma handoff and live build alignment.
- Enabled successful platform launch despite incomplete pricing APIs and limited vehicle data by designing scalable system states, loading patterns, fallback experiences, and phased rollout workflows.

Lead Graphic Designer ([Behance](#)) | The Punchline Company | Surat, India (Onsite) June 2022 – Feb 2023

- Accelerated social, paid ad, and print delivery across multi-industry clients by building recurring brand systems and reusable campaign templates that gave the team a shared baseline to ship from.

Graphic Designer | LOXOLEO Apt. com. | Surat, India (Onsite) June 2021 – May 2022

- Delivered branding, social creatives, ad units, and print collateral across digital and print campaigns by establishing foundations in visual hierarchy, typography, layout discipline, and feedback loops under direct lead-designer mentorship.

SKILLS

- **Product & UX Product Design** - Product Design, UX Design, UI Design, Visual Design, Interaction Design, User Research, Usability Testing, Heuristic Evaluation, Information Architecture, Journey Mapping, User Flows, Wireframing, Prototyping, Design Thinking, Accessibility (WCAG)
 - **Systems & Growth Design Systems** - Design Systems, Component Libraries, Design Tokens, Dashboard Design, Enterprise UX, Enterprise Applications, Workflow Design, Technical Workflows, Role-Based Access Patterns, Developer Platforms, SaaS Platforms, Admin Portals, Data Visualization, Metrics-Driven Design.
 - **Tools** - Figma (Advanced), Adobe Photoshop, Illustrator, After Effects, Google Analytics, Maze, Miro, Google Stitch, Google Flow (Nano Banana Pro, Veo), Higgsfield, Figma AI, Claude Cowork & Code.
 - **Collaboration** - Product Discovery, Developer Collaboration, Developer Handoff, Stakeholder Workshops, Stakeholder Management, Cross-Functional Collaboration, Agile Sprint Planning.
 - **Domain** - B2B SaaS, Enterprise Software, Enterprise Applications, Marketplace Platforms, PropTech, Automotive, Infrastructure, Dashboard Products, Admin Portals.
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EDUCATION

Google UX Design Professional Certificate 2022
Coursera

B.Tech, Automobile Engineering 2016 – 2020
Parul University, Vadodara CGPA: 7.4