

Abhinav Krishnan

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SUMMARY

UX/Product Designer with 4+ years of experience specializing in zero to one product design across startup and enterprise environments. Experienced across the full lifecycle: investor-ready MVPs, beta testing, production-ready UI, and active design-to-dev handoffs. Deep proficiency in Figma, Framer, and React-based design workflows, with working knowledge of HTML and CSS and Javascript. Collaborative by default with PMs, engineers, and founders. Domains include AI, fintech, B2B/B2C, SaaS, education, and enterprise SaaS. MS in Human-Computer Interaction from Arizona State University.

TECHNICAL SKILLS

Research and Strategy: UX Research, User Interviews, Usability Testing, Journey Mapping, Competitive Analysis, Information Architecture, A/B Testing, Heatmaps, Inclusive Design, Stakeholder Management, Design Sprints, Product Thinking

Design and Prototyping: Wireframing, Low-Fidelity UI, High-Fidelity UI, Responsive Design, Accessibility (WCAG), Micro-interactions, Interaction Design, Component Libraries, Design Systems, Auto Layout, Figma Variables and Tokens, AI-Assisted Design Workflows

Visual Systems: Typography, Color Theory, Data Visualization, Brand Identity, Multi-brand Theming, Design QA

Tools and Technologies: Figma, FigJam, Framer, Axure, Adobe Creative Suite, Miro, Maze, Hotjar, Optimizely, Jira, Notion, HTML, CSS, JavaScript, ReactJS, Claude Code, Figma MCP, GitHub

EXPERIENCE

SquareResults

Scottsdale, AZ

Product Designer

December 2025- Present

- Owned end-to-end product design for an AI-powered job match platform connecting candidates and recruiters, driving the experience from early concept through investor-ready MVP screens shipped in **30 days**.
- Crafted the candidate-facing job swipe experience and recruiter dashboard using **Figma**, translating AI-driven match recommendations into intuitive, scannable interfaces that made complex **ranking logic** feel effortless to end users.
- Architected role-based interfaces for multi-tenant recruiter workflows, accounting for distinct access levels and data boundaries between recruiter, candidate, and admin experiences in **close collaboration** with the engineering team.
- Established a scalable **Figma component system** spanning the web app and mobile app, ensuring design consistency across platforms and significantly reducing engineering handoff friction.
- Bridged design and engineering throughout the full build cycle, aligning design decisions with technical constraints across a web and mobile stack to ship production-ready screens on an aggressive MVP timeline.

Anthem Nation

New York, NY

UI/UX Designer

December 2025- June 2026

- Conceptualized and delivered end-to-end product design for Harmony, a financial orchestration platform helping businesses automate and control money management, distribution, and tracking across their organization, building the full website in **Framer** and designing the mobile framework, brand toolkit, color system, and scalable design system in **Figma** from zero to one.
- Crafted high-fidelity visual interfaces for Anthem Academy and Anthem Fest, two interconnected education and events products under the Anthem Nation umbrella, ensuring a cohesive and consistent experience across both platforms.
- Rearchitected the information structure across all three products, simplifying how users navigate between distinct content areas and reducing friction across the full Anthem Nation product ecosystem.

Vesseli

London, United Kingdom

UX/UI Designer (Freelance)

October 2025- December 2025

- Led end-to-end UX design for a B2B2C maritime platform built to serve a large and growing user base, shaping the experience from early research through to production-ready screens.
- Transformed the onboarding experience through journey mapping, rapid prototyping, and iterative testing cycles, significantly improving the rate at which new users completed setup and reached their first meaningful action.
- Constructed a fully responsive Figma component system covering all key UI patterns, enabling faster and more accurate developer handoff and reducing back-and-forth across multiple concurrent workstreams.
- Partnered closely with CEO and engineers to prototype innovative features supporting **100+** yacht deliveries annually.

Merkle*Product Designer***Columbia, MD***July 2024- August 2025*

- Led the end-to-end product design lifecycle for handling enterprise marketing platforms, conducting discovery workshops, user research, journey mapping, wireframing, prototyping, and design validation activities that increased **user engagement by 22%** for the Enterprise Campaign Orchestrator (ECO).
- Collaborated with Product Managers, Business Analysts, and Engineering teams across three Agile squads to define feature requirements, prioritize roadmap initiatives, and deliver user-centered solutions supporting campaign management and customer experience workflows.
- Designed user flows, information architecture, low-fidelity wireframes, interactive prototypes, and high-fidelity interfaces in Figma, simplifying complex marketing workflows and improving overall platform usability.
- Conducted usability testing sessions with **150+** users and analyzed user behavior through analytics and feedback data, identifying friction points that improved conversion rates and reduced user drop-off across critical user journeys.
- Established reusable design patterns, component libraries, and scalable design system standards, ensuring visual consistency, accessibility compliance, and efficient collaboration between design and development teams.

Jewish Healthcare Foundation*UI/ UX Contributor***Tempe, AZ***January 2024- May 2024*

- Real-time glucose monitoring dashboards, enabling faster emergency interventions and improving patient care outcomes.
- Conducted extensive usability studies with **150+ participants** to significantly improve system efficiency and reduce errors.

Arizona State University (Part-time)*Teaching Assistant (Human Systems Engineering)***Tempe, AZ***July 2023- December 2023*

- Mentored over **45 students** in designing cross-platform user experiences by integrating interaction design principles, accessibility practices, and effective wireframing techniques.
- Supported course enhancements by providing design feedback and interface evaluations, contributing to a **36%** improvement in overall class performance.

Datamatics*UX Designer Intern***India***August 2021- August 2022*

- Developed wireframes and interactive prototypes for enterprise software solutions, improving user experience and design clarity.
- Assisted in competitive analysis and component library maintenance, ensuring consistency and efficiency across all projects.

DLK Technologies Private Limited*Graphic Designer Intern***India***July 2021- August 2021*

- Enacted usability testing on an education platform, identifying pain points and suggesting design improvements that led to a **20%** increase in user engagement.
- Assisted in creating a design system for one of the client projects, standardizing UI elements and improving design consistency, which resulted in a **25%** reduction in design iteration time.

EDUCATION**Master of Science in Human Computer Interaction**

Arizona State University

January 2023 - December 2024

Tempe, AZ, USA

Bachelors in Information Technology

Anna University

August 2018 - June 2022

Chennai, Tamil Nadu, IN