

Adesh Singh

Product Designer, AI Design System & SaaS

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Founding Product Designer for DigiLawyer, with **3+ years** building B2B and B2C products from 0 to 1. I built one core 25-component design system, responsive across desktop, tablet, and mobile. Then I reused it to launch 14 themed variants that power 14 projects across different industries, just by swapping colors and fonts. Built to WCAG 2.1 AA and WAI-ARIA standards.

AREAS OF EXPERTISE

AI Design Systems, Figma Design System, 0 → 1 Product Design, B2B SaaS, B2C e-Commerce, AI-Assisted Design, AI-Based User Research, Usability Testing, Information Architecture, App Design, Storybook and Coded HTML Prototype.

KEY ACHIEVEMENTS

Designed and shipped DigiLawyer's core design system as a published React library (**25 components, under 1K tokens, 50+ versions**), responsive across **desktop, tablet, and mobile**. Reused it to launch **14 themed design systems** powering **14 projects across different industries**, cutting new-project build time from **2 months** to **under 30 minutes using AI**. Using AI to create **HTML Prototypes** for products using our AI Design system.

Redesigned **Apollo Diagnostics'** prescription-to-medicine flow, cutting bounce rate by **72%** (10K to 2.8K monthly users) and lifting revenue by **12%**, credited by the client's marketing head.

Rebuilt PIL's operation dashboard using a 4-color theme and light and dark mode design system, adding loading with pagination and skeleton states, cutting load time from **~60 seconds** to **2–3 seconds**, roughly **20–30x faster**.

PROFESSIONAL EXPERIENCE

BigOh Tech

Noida, Uttar Pradesh

Product Designer

April 2024 – Current

- Joined DigiLawyer as its **founding product designer**, building the entire design function from research through shipped product across a B2B dashboard, B2C website, and shared app.
- Built and shipped DigiLawyer's core design system as a production React library (**25 components, GitHub Packages, 50+ versions**), responsive across **desktop, tablet, and mobile**, implementing every component myself with **storybook**. Reused the same system as **14 themed**

variants, just swapping color and font, powering **14 projects across different industries** and cutting new-project setup from **2 months to under 30 minutes using AI**.

- Designed Costimizer, a B2B FinOps SaaS platform, turning multi-cloud billing data across AWS, Azure, and GCP into dashboards engineering teams use to track spend.
- Designed a treasury mobile app for Airtel Digitel, cutting a manual reporting task from **1–2 hours to under 10 minutes** for group treasurers and team leads.

Groto

Pitampura, Delhi

Associate UX/UI Designer

April 2023 – April 2024

- Designed product experiences for **WithLuna**, a SaaS platform focused on workflow automation and digital product solutions. Helped Product Managers reduce ticketing closing time by **40%**.
- Led the **end-to-end design of the STBL.io website**, starting from an initial concept provided by the client. Increase in MAU by **68%**
- Designed end-to-end product experiences for SaaS and digital product clients across multiple industries. Collaborated directly with CEOs and CTOs to translate product vision into scalable UX solutions.

CogniVed Solution

Remote

UX/UI Designer

June 2022 – March 2023

- Built scalable UI components and design systems in Figma (**15 Components with 2 modes: light and dark**) for internal product platforms.
- Conducted competitive research and usability testing with **20 users** to validate UX improvements.

EDUCATION

DIT University, Dehradun

Master of Design (MDes)

User Experience, CGPA: 7.8

Graduation Year: 2023

AKTU University, Noida

Bachelor of Technology (B.Tech)

Computer Science and Engineering, CGPA: 7.2

Graduation Year: 2021

CERTIFICATION

Google UX Design Certificate

Coursera

Advanced Figma for Product Designers - [Link](#)

ADDITION SKILLS

Design: Figma (Advanced), FigJam, Framer, Illustrator, Photoshop

Build & AI: React + TypeScript, Storybook, Design Tokens, Git, Cursor, Claude, Figma AI, ChatGPT

Accessibility: WCAG 2.1 AA, WAI-ARIA

Collaboration: Linear, Jira, Asana, Notion, Slack, Loom, Miro