

Adarsh Tribhuvan

UI/UX Designer | Product Designer · SaaS Systems

PROFESSIONAL SUMMARY

UI/UX and Product Designer with 4+ years across performance-driven e-commerce, D2C, and SaaS products. Experienced owning design end-to-end from auditing user flows and restructuring information hierarchy, to building and shipping in tools like Retool, Figma, and AI-assisted prototyping platforms. Comfortable working directly with developers and product managers, building scalable design systems, and translating ambiguous problems into clear, testable interaction logic.

PROFESSIONAL EXPERIENCE

Senior Visual Designer — UI/UX & Product Design
Tenovia Solutions, Bangalore.
July 2024 – Present

- Redesigned the Tensight SaaS dashboard end-to-end — from Figma through to building and launching it directly in Retool, restructuring information hierarchy across 5 core screens to cut time-to-insight from ~25 minutes to a single glance.
- Audited and redesigned UI/UX for 10+ performance-marketing e-commerce brands including Vero Moda, Jack & Jones, Mufti, Only, and Jaypore, identifying friction across browsing and checkout journeys.
- Designed Amazon A+ pages and Amazon Brand Stores for Paragon, Maharishi Ayurveda, Curapod, and Arbanox.
- Built a scalable, token-based design system in Figma with 20+ reusable components, improving consistency and developer handoff speed across multi-brand work.
- Led the visual design function, social media ads, emailers, and campaign creative as the sole designer supporting a performance-based agency model.

Graphic Designer (UX & Campaign Flows)
Supertails, Bangalore.
August 2023 – April 2024

- Designed campaign UI for mobile and desktop within Shopify platform constraints, mapping user journeys from entry to conversion across seasonal promotions.
- Designed brand identity for Ultrapaws, Supertails' parent-company D2C brand.
- Redesigned email UX structure, contributing to measurable business growth; produced supporting newsletters, emailers, social collateral, and reel edits.

Associate Graphic Designer
CIEL HR Services (Deputed to Bundl Technologies/Swiggy), Bangalore.
November 2022 – May 2023

- Redesigned UX/UI for the Swiggy Instamart PLP (product listing page), focused on a native-app experience; collaborated closely with developers on HTML/CSS structure during implementation.
- Designed 100+ reusable components — chicklets, masthead banners, and alert notifications — and led campaign UI for the Instamart homepage aligned to sales/events calendars.
- Worked directly with developers and product managers to ship designs into production.

Freelance Visual & UI Designer
2021 – 2022

- Designed website and digital campaign collaterals for Rishihood University, Sonipat — covering end-to-end visual communication across web and social platforms.
- Created web banners and marketing collaterals for Clari and Cloudeagle — B2B SaaS brands.
- Designed social media ads for Qwqer, Grocery Farm, and Godrej Jersey Ghee.
- Delivered store launch collaterals for Babai Tiffins, Bangalore and menu card design for Uncle Peter Pancakes and Cafe.
- Created logo and brand identity for a vegetable startup brand.

SIDE PROJECTS

- TonéMail — Designed and built an AI-assisted email-writing app (using Claude + Lovable) solving tone/template gaps in everyday email writing, with direct Gmail integration.
- Color Palette Identifier — Designed and built a tool for designers to extract usable color palettes, built on Lovable.
- Aris Design Exercise — Designed a mobile-first operations dashboard for real-time logistics tracking under a hard time-constraint, focused on information hierarchy across zoom levels (overview → single-record detail).
- 20+ published components on Figma Community.

Portfolio -

<https://adarshtribhuvan.framer.website/>

LinkedIn -

<https://www.linkedin.com/in/adarshtribhuvan/>

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EDUCATION

Bachelor of Arts (External)
Yashwantrao Chavan Muk
Vidyapeeth

Diploma in UI & UX Design
Wiztoon Academy

Diploma in Graphic Design &
Communication
LISAA School of Design

CORE SKILLS

- Product Thinking
- Information Architecture
- Interaction Design
- Design Systems
- User Flows & Mental Models
- Wireframing & Prototyping
- Visual Hierarchy & Scannable Patterns
- Cognitive Load Reduction
- Stakeholder Collaboration
- Dev Handoff

TOOLS & APPLICATIONS

Design & Prototyping
Figma, Adobe XD, Sketch

Collaboration & Handoff
Miro, Zeplin, Notion

Creative Cloud: Adobe Photoshop,
Illustrator, InDesign

Web & No-Code
Framer, Webflow, Wix

ACHIEVEMENTS

- Designed and personally built the Tensight SaaS dashboard end-to-end (Figma → Retool), cutting time-to-insight from ~25 minutes to a single glance live in production.
- Built a complete token-based design system (20+ components), reducing design inconsistency and improving developer handoff speed across multi-brand work.
- Redesigned the Swiggy Instamart PLP and 100+ reusable components shipped to production, working closely with engineering on implementation.
- Independently designed and shipped two AI-assisted product prototypes (TonéMail, Color Palette Identifier) end-to-end, from problem framing to working build.