

Deven Khatri

Product Designer UX/UI | Visual Designer

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Professional Summary

I turn complex systems into scalable, efficient experiences across SaaS, eCommerce, fintech, healthcare, automotive, and AI products, grounded in industrial design. My work combines research, analytics, and rapid experimentation, leveraging AI-driven workflows for ideation and production-ready prototypes using Figma AI, Framer, AI-assisted code, and analytics platforms to move from insight to validation with minimal engineering overhead. At Square, I strengthened reliability across commerce ecosystems serving millions, and as Founding Product Designer at DskquareD, I led end-to-end strategy and execution for global clients, boosting conversion, engagement, and revenue. I design, validate, and scale with intent, pairing systems thinking with measurable impact, grounded in collaboration, trust, and continuous refinement of craft.

Professional Experience

Mercor Intelligence – Product Designer/ UX Expert MAY 2026 - Present

Product Designer/ UX Expert - <https://www.mercor.com/>
May 2026 - Present

Canada

Skills : Ai Training, UX Research,UX Design, Visual Design, Design Reviews, Product Testing, Figma, Codex Evaluation.

- Evaluate and correct AI-generated design outputs for frontier labs, enforcing UX standards across layout, interaction and visual hierarchy.
- Author codex entries and design system documentation, training large language models on product design norms and conventions.
- Review and refine training prompts to improve frontier model accuracy across component structure, typography, and UI problem-solving scenarios.

Life Admin – Co-Founder MAY 2025 - Present

Co-Founder - <https://www.lifeadmin.nl>
May 2025 - Present

Canada/ Netherlands/ India

Skills : Product Strategy & Roadmapping, UX Design & Interaction Design, Design Systems, Go-to-Market Strategy, Full-Stack Product Development, Subscription & Monetization Modeling

- Co-founded and lead product for an on-demand task assistance platform, owning strategy, design, and development from zero to launch.
- Drive end-to-end UX across service discovery, provider matching, and task management for on-demand and subscription users.
- Define product vision, positioning, and design system for a platform connecting everyday users with verified professionals across 8+ service categories.

DskquareD – Founding Designer SEP 2024 - Present

Founding Product Designer - <https://dskquared.framer.ai/>
Sep 2024 - Present

Canada/ Netherlands

Skills : Product Design, UX Research, Brand Design, Web Design, Client Relations, Product Strategy, Stakeholder Management, Figma, Framer, Vibe Coding, G Suite, Dev Tools, HTML/ CSS, Strategy, Product Management, Project Management

- **FutureFund** - Directed brand discovery and redesigned a ticketing platform, increasing fundraiser sign-ups by 47%. Applied AI-driven flow modeling and rapid prototyping to reduce checkout abandonment by 32% and improve conversion velocity.
- **Hannah Benchtops** - Repositioned brand identity and rebuilt digital experience, improving onboarding completion by 60%. Designed cross-device scheduling architecture, reducing response time from 48 to 4 hours and improving operational efficiency.
- **Pleroo Research** - Crafted a science-forward visual identity and pharmaceutical marketing system, increasing qualified inbound inquiries by 83%. Structured content hierarchy and credibility signals to elevate engagement across multinational campaigns.
- **Lancer Reinforcements** - Delivered end-to-end eCommerce redesign, growing online revenue by 65%. Reduced bounce rate by 41% and improved mobile conversion by 28% through performance-focused UI architecture and optimized product discovery.
- **Danone B.V.** - Designed marketing and sales enablement assets for Fortimel medical nutrition, increasing landing page engagement by 52% and driving 3x higher campaign click-through rates.
- **Precise Health EU** - Visual design and campaign development for Thick-N-Instant, a premium thickening fluid from Australia's leading medical nutrition brand.

- **That Dam Yogi** - Built a scalable web platform for a global yoga studio, increasing membership sign-ups by 39% and reducing pricing page drop-off by 51% through clearer value communication and frictionless mobile flows.
- **Life Admin** - Leading product strategy, UX architecture, and production-ready prototype delivery for a concierge services SaaS platform. Achieved 2.7x faster onboarding and 44% higher task completion during beta validation through AI-accelerated iteration.

Square Inc (Block) – Ecommerce & Trust Platform (Web & App Foundations)
AUG 2021 - SEP 2024

Quality Analyst → **Quality Lead** → **Product Specialist** - [Square](#), [Weebly](#), [Square Point of Sale](#), [Photo Studio](#)
Aug 2021 - April 2023 - Feb 2024 Canada

Skills : *UX Research, UX Design, UX Design Reviews, Test Planning, Figma, Test Writing, Database Validation, SQL Queries, API Testing, Jira, Notion, G Suite, Black Box Testing, Exploratory Testing, Regression, Adhoc testing, HTML/CSS, JS. Sanity testing, Smoke testing, Contractor Management*

- Owned design quality across the quarterly roadmap, deploying structured usability validation frameworks that reduced post launch defects in the Square website editor by 50%.
- Strengthened cross functional alignment between product, engineering, and design by translating business objectives into validated user experience requirements that improved release confidence and delivery accuracy.
- Restructured backlog prioritization workflows in JIRA, reducing active bug backlog by 30% within 3 months through risk based scoring and data driven triage systems.
- Directed systematic UI and interaction validation across web and mobile platforms, contributing to the successful migration of 50% of legacy users to the new Square Online ecosystem.
- Partnered with design leadership on forward looking product initiatives, shaping foundational UX direction for future roadmap investments.

Bordrin (Nanjing Automotive) – Production and Concept Vehicles
JUN 2018 - DEC 2018

Product Designer (Concept Vehicles & In-vehicle UX)
June 2018 - Dec 2018 USA

Skills : *UX Research, UX Design Reviews, Automotive Design, 3D Modeling, 3D Animations, Figma, Sketch, Adobe Photoshop, Product Sketching, Benchmarking, Human Factors*

- Designed exterior and interior systems across a full vehicle portfolio, aligning user experience with brand and market positioning.
- Contributed to the development of a high demand 7 seater SUV crossover platform tailored for the Chinese automotive market.
- Delivered end to end in vehicle UX concepts for a Level 4 autonomous public mobility vehicle, integrating human factors, interaction logic, and spatial experience design.

Lancer Reinforcements – Product & Motorsport Design
FEB 2014 - AUG 2017

Product Designer (Telecom, Projects, Products & Motorsport) India

Skills : *UX Research, UX Design, Automotive Design, Project Management, 3D Animations, Figma, Sketch, Adobe Photoshop, Product Sketching, Benchmarking, Human Factors, Marketing, Sales, Product Planning, Roadmapping, SEO, CMS, Workshop Skills.*

- Directed product planning across telecommunications infrastructure, outdoor lifestyle products, and custom engineering projects.
- Built and optimized digital presence and CMS architecture to scale product visibility and lead generation.
- Designed and fabricated tarmac specification rally cars, applying systems engineering, precision execution, and performance driven design principles.

Education

- 2020 - 2020 - **BrainStation** - Diploma in **UX Design**
- 2017 - 2020 - **College for Creative Studies** - Masters Degree in **Fine Arts**
- 2009 - 2014 - **Maharashtra Institute of Technology** - Bachelor's Degree in **Industrial Design**

Core Competiencies

Design & UX	Product & Strategy	Advanced & AI	Tools & Tech
● End-to-end design ● UX & UI ● Human-centered design ● Interaction design ● Information architecture ● Design systems ● Responsive design ● Prototyping ● Usability research ● Visual design ● Accessible design	● Product discovery ● Roadmapping & strategy ● Product sense ● Data-informed design ● Conversion optimization ● Stakeholder alignment ● Design ops ● Cross-functional collaboration ● Product documentation	● AI-assisted design ● Multimodal experiences ● Advanced prototyping ● Design-to-dev workflows ● Systems thinking ● Implementation quality	● Figma ● Front-end basics ● FigJam / workshops ● Framer / Webflow / Shopify / Canva ● Notion / Jira ● Jitter / After Effects ● Analytics tools ● Low/no-code tools ● Dev fundamentals

