

Radhika Arora, MPS

Product Designer

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PROFILE

Product designer with 5+ years across AI-native, fintech, and B2B SaaS, from consumer payments and mobile apps to data-heavy enterprise tools. Takes products from zero to one, turning ambiguous problems into clear, high-craft experiences and partnering with founders and stakeholders to drive user and business outcomes. Most recently the first design hire at an AI startup, designing agentic UX for finance teams and building design as a function.

EXPERIENCE

Product Designer, First Design Hire

Oct 2025 – Present

Farsight AI · New York, NY

- Lead end-to-end design as the first and only designer, partnering directly with founders and collaborating with engineering, marketing, sales, strategy, and operations.
- Partner with front-end, platform, and ML engineers to turn multiple complex backend systems into one clear, agentic, conversational UX across the Office add-in, web app, email, and mobile, growing cross-surface usage by **nearly 50%**.
- Redesign the Office add-in with a high bar for interaction and visual craft, helping land the **first few enterprise contracts**; **96%** of enterprise POC participants said they want the tool.
- Design for AI trust and reliability, including source citations, verification states, human-in-the-loop review, and graceful handling of model errors, so finance teams can check outputs before acting on them.
- Shape an ambiguous zero-to-one space into a clear product vision with an AI-first workflow: exploring early concepts in Claude Design to align stakeholders, then building North Star prototypes in Figma Make used in sales pitches, partnerships, and roadmap planning.
- Launch the user research and product analytics practice, pairing customer and expert-network interviews with PostHog tracking to turn qualitative and quantitative insights into product strategy.
- Build the design system from scratch and refactor it for accessibility and the rebrand, working closely with front-end engineering to keep design 1-2 months ahead of build.
- Co-lead the brand and marketing redesign, from brand strategy and visual identity to the product experience, directing creative feedback for external marketing agencies.
- Establish design as a function, defining product and design processes and supporting hiring across product, engineering, and marketing teams.

Product Designer

Dec 2023 – Oct 2025

WOOOBA · Remote

- Led product design for WOOOBA's mobile and web platforms, guiding go-to-market strategy for a high-volume launch and ensuring product readiness for a waitlist of **3M+ users**.
- Designed and maintained the platform's wallet experience, enabling users to manage payments, collect fees, and track earnings — a foundational feature that helped unlock a key B2B opportunity and secure a partnership across **200+ locations**, positioning the product for long-term recurring revenue growth of \$1M/month.
- Built and maintained a scalable design system in Figma, establishing reusable components that reduced front-end development time and improved cross-platform consistency.
- Created the user experience for subscriptions, designing recurring payment flows and group management features to support user retention and monetization strategy.

SKILLS

Leadership Qualities

Empathy, Decision-Making, Accountability, Transparency, Creativity and Innovation, Emotional Intelligence, Delegation and Empowerment

Design

AI-Native Product Design, Agentic and Conversational UX, Zero-to-One Product Development, Product Vision and Strategy, Design Systems, Prototyping, High-Fidelity UI, Data-Heavy Interfaces, Accessibility and Inclusive Design

User Research

Qualitative and Quantitative Research, Expert-Network Interviews, Usability Testing, User Journey Mapping, Product Analytics, Feedback Synthesis

Product Management

Establishing Design as a Function, Cross-Functional Collaboration, Founder and Stakeholder Partnership, Agile Methodologies, Go-To-Market Strategy, Aligning Design with Business Objectives, Workshop Leadership, Agency Creative Direction, Hiring

Tools

Figma, Figma Make, FigJam, Claude, Framer, PostHog, Linear, Notion, Webflow, Adobe Creative Suite, Jira, Miro

EDUCATION

Pratt Institute

MPS, Design Management

Monmouth University

BFA, Graphic & Interactive Design Marketing Minor

EXPERIENCE, CONTINUED

Product Designer, Seller Experience

Nov 2022 – Sep 2023

Auction Technology Group · New York, NY

- Redesigned SaaS product navigation and header, simplifying key workflows from **3 clicks to 1** through user journey mapping, design systems, and iterative usability fixes.
- Crafted user experiences for transactions, refunds, and automated tax calculations during atgPay's beta testing, generating **\$110,000** in sales from a single auction.
- Developed and presented product vision designs and high-fidelity prototypes for a mobile inventory application, driving alignment with executive stakeholders and securing approval for a cross-platform SaaS expansion.

UX/UI Designer

Jun 2022 – Nov 2022

Innovative Software Solutions · Remote

- Analyzed and synthesized user feedback to identify pain points and prioritize data-driven design improvements, increasing major retailer utilization of the How2Recycle platform by **15%**.
- Redesigned the Sustainable Packaging Coalition's event and marketing websites (Webflow), increasing registrations by **13% within 72 hours** of launch and amplifying brand identity to improve user engagement.

Freelance Product Designer

Jan 2021 – Present

Kieser, StraighterLine, ChildCare Education Institute, Snap-On, Taproot Plus, Cherokee Film Institute, Enoch, Departure Depot, Melo, J.P. Morgan Corporate Challenge

- Lead end-to-end product and marketing design for 10 clients, from user research and flows to prototypes, high-fidelity UI, and launch.

UX/UI Design Intern

2020 – 2021

Vydia · YING

PROJECTS

Business & Product Lead, AI Research

May 2025 – Apr 2026

Qlarc · Pratt Graduate Capstone

Led a team of five to define Qlarc, an AI governance platform that helps AI vendors clear enterprise procurement. Owned the thesis, primary research, MVP scope, and business model, shaping a human-in-the-loop product around three gaps: visibility, documentation, and evidence translation.

SELECTED WORK

WOOOBA Wallet ↗

Wavebid Navigation ↗

Qlarc ↗

Mura ↗