

LAXMINARAYANA AVULA

Senior Product Designer — Enterprise AI, SaaS, FinTech & Healthcare Platforms

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PROFESSIONAL SUMMARY

Senior Product Designer with 9+ years designing enterprise AI, SaaS, FinTech, healthcare, and cybersecurity products, and 13 years total in software. Partners directly with founders and cross-functional teams to take products from 0 to 1 discovery through developer handoff, with a focus on conversational AI, search, and complex enterprise workflows. Uses AI-assisted tools (Claude, ChatGPT, Cursor, Lovable, Figma AI) to compress the design-to-prototype cycle and hand engineering working, testable concepts rather than static mockups. Strong front-end fluency across HTML5, CSS3/SCSS, Tailwind CSS, Bootstrap, MUI3, React, and Angular closes the gap between design intent and shipped product.

CORE EXPERTISE

Product Strategy: Product Discovery • UX Strategy • Feature Prioritization • Product Thinking • MVP Definition

UX Research: Stakeholder Interviews • User Research • Journey Mapping • Information Architecture • Usability Testing

Interaction Design: User Flows • Wireframing • Prototyping • Responsive Design • Accessibility (WCAG 2.1)

Design Systems: Component Libraries • Design Tokens • Enterprise Design Systems • Material Design

AI & Enterprise: Conversational AI • AI Search • Prompt Experience • Human-AI Interaction • Dashboard Design

Leadership: Founder Collaboration • Cross-functional Leadership • Agile • Developer Handoff • Design QA

PROFESSIONAL EXPERIENCE

Senior Product Designer | Fin Fit Technologies Pvt. Ltd.

Aug 2024 – Present

Products: FinFit Club • BookARide • DesiHuddle • EV Station Finder • Mrod Healthcare

(Engaged as Freelance Senior Product Designer, Aug 2024 – Dec 2025; converted to Full-Time Senior Product Designer, Jan 2026 – Present, based on delivered impact)

- Own end-to-end product design across 4 concurrent FinTech, mobility, and community platforms, from discovery through delivery, reporting directly to founders.
- Converted from a freelance engagement to a full-time hire after ~16 months, based on delivered product outcomes and founder trust.
- Redesigned onboarding across the FinFit Club and BookARide flows, cutting steps to first action and reducing early drop-off by [25%].
- Built a shared enterprise design system and component library reused across all 4 products, cutting new-screen design time by [15%] and improving visual consistency.
- Led stakeholder interviews, journey mapping, and usability testing that directly shaped product roadmap and feature prioritization with founders.
- Adopted AI-assisted workflows (Claude, ChatGPT, Cursor, Lovable, Figma AI) to move from concept to clickable, testable prototype in days instead of weeks, accelerating stakeholder sign-off.
- Built React/Tailwind CSS and MUI3-based front-end prototypes for stakeholder demos, keeping design and engineering aligned before formal development sprints.
- Designed Mrod Healthcare, an at-home medical services platform (doctor-on-call, IV therapy, lab tests, nursing, and physiotherapy booking) for the Saudi Arabia market.
- Delivered developer-ready specs and stayed embedded through implementation, reducing design-related rework during QA.

Senior UX/UI Designer | ADQ Services LLP

Jan 2024 – Jun 2024

Products: Enquire AI • OrthoQuant

(Fixed-term engagement to lead design for a new AI product launch)

- Led the UX strategy and end-to-end product design for Enquire AI, an enterprise AI-powered search and knowledge discovery platform that enabled employees and enterprise customers to discover organizational knowledge using conversational AI, intelligent search, document intelligence, and transparent source citations.
- Designed the core conversational AI experience end-to-end: chat interface, prompt interactions, intelligent search with citations, conversation history, multilingual and voice search, AI feedback loops, and document upload workflows.
- Partnered with enterprise stakeholders and engineering to define AI interaction patterns and information architecture from scratch, shipping the MVP within the engagement window.

Senior UX/UI Designer | Softobiz Technology Pvt. Ltd.

Sep 2022 – Nov 2023

Products: CYFOX • EasyWebinar • FixFinder

- Led UX design for CYFOX, an enterprise cybersecurity platform, translating complex security workflows into dashboards usable by non-technical operators.
- Ran stakeholder workshops, user research, and usability testing across 3 SaaS products, feeding directly into an enterprise-wide design system adopted across product modules.
- Simplified core cybersecurity workflows, reducing time-on-task for key monitoring flows by [30%] in usability testing.
- Collaborated daily with product managers, developers, and QA across the full product lifecycle to ensure design intent survived implementation.

UX/UI Designer | Protos Healthcare Technologies Pvt. Ltd.

May 2021 – Oct 2022

Products: Skedoc — Doctor Discovery & Appointment Booking Platform

- Designed end-to-end healthcare experiences spanning appointment booking, telemedicine, doctor discovery, and hospital administration for 4 distinct user types (patients, doctors, hospitals, admins).
- Led stakeholder interviews, journey mapping, and usability testing that shaped the booking and telemedicine flows pre-launch.
- Designed responsive web and mobile experiences, improving appointment completion rate by [45%] post-redesign.

UX Designer & UI Developer | 9Flights Services Pvt. Ltd.

Aug 2012 – Apr 2021

Products: Flight & Hotel Booking Platform

(9-year tenure progressed from UI Developer into a hybrid UX Designer & UI Developer role owning the booking funnel)

- Owned design for the responsive flight and hotel booking platform across web and mobile for the full tenure.
- Redesigned search, booking, checkout, and payment workflows, improving checkout completion rate by [28%] and reducing cart abandonment.
- Bridged design and development directly, hand-coding front-end using HTML, CSS/SCSS, JavaScript, Bootstrap, React, and Angular giving engineering pixel-accurate, buildable specs with minimal back-and-forth.

TOOLS

Design and AI: Figma • FigJam • Miro • Adobe XD • Photoshop • ChatGPT • Claude • Cursor • Lovable • Figma AI
Front-End: HTML5 • CSS3 • SCSS • Bootstrap • Tailwind CSS • MUI3 • JavaScript • React (2 yrs) • Angular (2 yrs)

EDUCATION

Bachelor of Arts

Dr. B.R. Ambedkar Open University | 2011 – 2014