

PAVAN KOLI

Senior AI Product Designer — Enterprise UX — Design Systems

Kolkata, India — Open to Remote Opportunities

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Professional Summary

Senior AI Product Designer with 6+ years of experience designing enterprise SaaS platforms, AI-powered workflows, B2B systems, and scalable digital products. Specialized in translating complex business requirements into intuitive user experiences through product thinking, design systems, and AI-assisted workflows.

Experienced in collaborating cross-functionally with product managers, engineers, and QA teams across end-to-end product lifecycles. Strong expertise in enterprise UX, interaction design, scalable design systems, Figma AI workflows, rapid prototyping, and developer collaboration.

Focused on building user-centered, scalable, and business-aligned digital experiences for enterprise and international markets.

Core Skills

AI Product Design: AI Workflows, Figma AI, Claude AI, ChatGPT, Prompt Engineering, AI-assisted Product Workflows, Vibe Coding, Rapid Prototyping using LLM Tools

UX & Product Design: User Experience Design, Product Design, UX Strategy, User-Centered Design, Wireframing, Prototyping, User Research, Interaction Design, Journey Mapping, Information Architecture

Enterprise & Systems: Enterprise UX, B2B SaaS, Design Systems, Token-Based Architecture, Component Libraries, Accessibility Systems, DesignOps, Scalable Product Design

Tools: Figma, Figma Dev Mode, Framer, Adobe XD, Photoshop, Illustrator, Canva, Midjourney

Collaboration: Agile, Scrum, Developer Collaboration, Developer Handoffs, Cross-functional Collaboration, Stakeholder Management, Async Collaboration

Impact Highlights

- Reduced high-fidelity prototyping time by 40% through AI-assisted workflows using Figma AI, Claude AI, Adobe AI, and ChatGPT
- Architected token-based design systems supporting 10,000+ enterprise users across multiple product modules
- Reduced design-to-development iteration cycles by 25% through structured developer handoffs using Figma Dev Mode
- Delivered 15+ production-ready SaaS, eCommerce, and B2B products across enterprise and startup environments

Work Experience

Tata Consultancy Services (TCS)

Aug 2023 – Present

Senior UI/UX Designer

Kolkata, India

- Integrated Figma AI, Claude AI, Adobe AI, and ChatGPT into enterprise design workflows, reducing high-fidelity prototyping time by 40% across four enterprise modules.
- Architected and maintained a scalable token-based design system serving 10,000+ users, reducing design duplication by 40% while ensuring 100% brand consistency across platforms.
- Structured Figma Dev Mode handoffs and developer collaboration workflows that reduced design-to-development iteration cycles by 25%.
- Designed enterprise interaction flows and user journeys that reduced user error rates by 15% in live production systems.
- Collaborated with PMs, engineers, and QA teams to translate complex business workflows into scalable UX solutions and interaction frameworks.
- Contributed to enterprise SaaS product workflows through UX strategy, interaction design, and scalable design system governance.

Sorted

Feb 2020 – Jul 2023

User Interface Designer

Pune, India

- Designed and shipped 15+ live products across eCommerce, SaaS, and B2B platforms, contributing to an average 20% uplift in conversion rates through research-backed UX decisions.
- Built reusable Figma component libraries and scalable UI systems that reduced client development build time by 30% across multiple projects.
- Implemented WCAG 2.1 AA compliant accessibility systems including typography, responsive layouts, and scalable color systems.
- Mentored 3 junior designers through structured design reviews, improving design quality and reducing client revision cycles by 20%.

- Designed a D2C eCommerce experience backed by MS Dhoni focused on trust-building, transparency, and conversion optimization in the sports nutrition industry.
- Worked closely with developers and stakeholders to align business requirements with scalable user-centered design solutions.

Selected Projects

Athlete Supplement eCommerce Platform

UI Designer

- Designed a complete eCommerce experience for a sports nutrition brand backed by MS Dhoni and founded by Kedar Jadhav.
- Created certification-first UX architecture focused on trust, product transparency, and purchase confidence.
- Built premium visual systems aligned with packaging design to ensure cross-channel brand consistency.

Grocery Store eCommerce Experience

UI/UX Designer

- Designed end-to-end UX flows for a grocery platform including personalized reorder experiences, checkout optimization, and token-based design systems.
- Built reusable components and scalable UI architecture for streamlined developer handoff and future scalability.

Pandit Chai Website Redesign

UI/UX Designer

- Redesigned the complete digital experience for a growing Indian tea brand by restructuring information architecture and improving visitor conversion pathways.
- Created franchise-focused CTA flows, menu visibility improvements, and customer engagement sections to improve usability.

Bend Soap Co. D2C Redesign

UI/UX Designer

- Executed a 14-point UX redesign for a US-based skincare brand focused on conversion optimization and trust-building improvements.
- Improved product storytelling, social proof visibility, and ingredient transparency through user-centered redesign decisions.

Education

North Maharashtra University

Bachelor of Engineering in Computer Engineering

2019

India

Certifications

- Google UX Design Professional Certificate — Coursera
- Design Rules: Principles + Practices For Great UI Design
- Entrepreneurship Development Program — North Maharashtra University

Additional Information

- Open to Full-time Remote, International, US/EU-based Senior AI Product Design and Enterprise UX opportunities
- Experienced in enterprise SaaS, AI-powered workflows, scalable design systems, and B2B product environments
- Strong focus on AI-assisted product workflows, scalable UX systems, and developer-friendly design collaboration