Harsh Randeria

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CAREER SUMMARY

Product Designer with 5 years of experience across Product Design, UX Design, and Visual Design, including 2 years 7 months of dedicated end-to-end product design experience. Experienced in designing B2B SaaS products, enterprise applications, multi-sided platforms, and institutional systems. Skilled in human-centered design, user research, research synthesis, information architecture, interaction design, user flows, wireframing, prototyping, and design systems. Delivered measurable outcomes, including 20% higher lead-to-booking conversion, 18-25% lower booking drop-off, and 22% higher primary CTA engagement through data-informed design decisions, workflow optimization, and iterative testing. Experienced in cross-functional collaboration, technical workflow design, developer handoff, and AI-assisted design workflows.

EXPERIENCE

UI/UX Designer | The Unmarketing Agency | (Remote) Sept 2025 – Present

Property Search - Multi-Sided PropTech Platform (UAE Market) | Collaborated with 5 Designers, Reporting to Design Lead

- Contribute to end-to-end product design across property seekers, investors, agents, owners, developers, and administrators, translating user needs and business objectives into information architecture, user journeys, interaction patterns, and enterprise workflows.
- Conduct competitive UX research across 6 global platforms and synthesize findings into product opportunities, persona frameworks, journey maps, and discovery documentation, reducing feature ambiguity by 40%.
- Design role-based dashboards, workflow management systems, and access patterns to support distinct user groups and improve operational visibility.
- Contribute to a scalable design system and reusable component library across Web, iOS, Android, and Admin Portal experiences.
- Use Figma AI and Claude to streamline competitive research, concept generation, and UX discovery workflows.
- Explore AI-powered valuation and lifestyle-based property matching concepts, including transparent score breakdowns and data-informed decision-support experiences.

FutureBuild (Live Product) - Institutional B2B Platform | Solo Designer, Reporting to Design Lead

- Led end-to-end UX and UI design for an institutional platform serving international investors, government partners, and stakeholders across 4 operational verticals.
- Translated complex multi-sector capabilities into investor-focused information architecture, navigation systems, content structures, and clear stakeholder journeys.
- Designed English and Arabic experiences, adapting navigation patterns, layouts, and UI components for right-to-left (RTL) workflows and accessibility needs.
- Created a structured design system and partnered directly with C-suite leadership on digital strategy, content architecture, product positioning, and long-term platform direction.
- Strengthened stakeholder confidence through an investor-focused digital experience; post-launch leadership feedback indicated the platform contributed to the client's successful international development grant application.

User Experience Designer | Aviansoft Pvt. Ltd. | Surat, India (Onsite) May 2023 – Feb 2025

CarOnPhone (Case Study) - B2C Automotive Discovery & Booking Platform (~25K+ Monthly Visitors)

- Led end-to-end UX design from research and problem framing through information architecture, user flows, wireframing, high-fidelity UI, iteration, and developer handoff.
- Improved lead-to-booking conversion by 20% (3.5% to 4.2%) by redesigning the booking funnel through 4 iterations informed by A/B test data and heuristic evaluation.
- Reduced booking drop-off by 18–25% by simplifying multi-step forms, removing redundant interactions, and consolidating decision checkpoints.

- Reduced average task completion time from 6.5 to 4.5 minutes by streamlining the discovery-to-booking journey and improving information hierarchy.
- Increased primary CTA click-through by 22% through data-informed visual hierarchy and placement decisions.
- Built a scalable component-based design system and collaborated daily with 8+ developers on Figma specifications, developer handoff, implementation alignment, and quality checks.
- Designed loading states, fallback experiences, and system-state patterns to support product launch despite incomplete pricing APIs and limited vehicle data.

Lead Graphic Designer (Behance) | The Punchline Company | Surat, India (Onsite) June 2022 – Feb 2023

- Accelerated social, paid ad, and print delivery across multi-industry clients by building recurring brand systems and reusable campaign templates that gave the team a shared baseline to ship from.

Graphic Designer | LOXOLEO Apt. com. | Surat, India (Onsite) June 2021 – May 2022

- Delivered branding, social creatives, ad units, and print collateral across digital and print campaigns by establishing foundations in visual hierarchy, typography, layout discipline, and feedback loops under direct lead-designer mentorship.

SKILLS

- **Product & UX Design**: End-to-End Product Design, Human-Centered Design, Interaction Design, User Research, Research Synthesis, Usability Testing, Heuristic Evaluation, Problem Framing, Information Architecture, User Journeys, Journey Mapping, User Flows, Wireframing, Prototyping, User Scenarios, High-Fidelity UI, Iterative Design, Accessibility (WCAG).
- **Enterprise & Systems Design**: Enterprise UX, B2B SaaS, Enterprise Applications, Technical Workflows, Dashboard Design, Admin Portals, Role-Based Access Patterns, Design Systems, Component Libraries, Design Tokens, Reusable Interaction Patterns, Responsive Design, RTL Experiences, Data Visualization, Metrics-Driven Design.
- **Research, Delivery & Collaboration**: Competitive Analysis, Persona Frameworks, Stakeholder Workshops, Product Discovery, Design Rationale, Cross-Functional Collaboration, Product and Engineering Partnership, Developer Handoff, Implementation Alignment, Quality Assurance, Agile Sprint Planning.
- **AI & Tools**: Figma (Advanced), Figma AI, Claude, Google Stitch, Miro, Maze, Google Analytics, Adobe Photoshop, Illustrator, After Effects, Google Flow, Higgsfield, Google AI Studio, Emergant, Bolt.new.

EDUCATION

Google UX Design Professional Certificate 2022
Coursera

B.Tech, Automobile Engineering 2016 – 2020
Parul University, Vadodara CGPA: 7.4