

PAVAN KOLI

Senior Product Designer · UX/UI Design · Design Systems · Enterprise & B2B SaaS

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Professional Summary

Senior Product Designer with 6+ years of experience in UX/UI design, design systems, and end-to-end product design for enterprise and B2B SaaS platforms. Currently leading UX strategy and interaction design for Walgreens.com (Fortune 500 US Retail & Pharmacy) at TCS, driving user research, information architecture, wireframing, prototyping, and usability testing across cross-functional agile squads of product managers, engineers, and researchers. Skilled at building and governing scalable design systems and design tokens, reducing design-to-development friction through structured developer handoff, and applying AI-assisted workflows (Figma AI, Claude, ChatGPT) to accelerate rapid prototyping. Proven track record of measurable conversion, retention, and accessibility (WCAG 2.1 AA) outcomes across eCommerce, SaaS, and enterprise products. Seeking remote Senior Product Designer / Senior UX/UI Designer opportunities with globally distributed teams.

Core Skills

Product & UX Design: Product Design, UX/UI Design, UX Strategy, Interaction Design, User Research, Information Architecture, User Flows, Wireframing, Prototyping, Rapid Prototyping, High-Fidelity Mockups, Responsive Design, Multi-Platform Design, Enterprise UX

Research & Validation: User Interviews, Usability Testing, Moderated & Unmoderated Testing, Jobs-To-Be-Done (JTBD), Heuristic Evaluation, A/B Testing, CRO, Behavioral Analytics, Funnel Analysis, Hypothesis Testing, Data-Driven Design

Design Systems & DesignOps: Design Systems, Design Tokens, Component Libraries, Design System Governance, DesignOps, Developer Handoff, Figma Dev Mode, Scalable UI Frameworks, Accessibility, WCAG 2.1 AA, Inclusive Design, Keyboard Navigation

AI Product Design: AI Product Design, Generative AI, Conversational UI, Human-AI Interaction, Agentic AI UX, LLM-Powered Interfaces, Prompt Engineering (Design), Figma AI, Figma Make

Collaboration & Delivery: Stakeholder Management, Cross-Functional Collaboration, Client-Facing Collaboration, Agile, Scrum, Sprint Planning, Design Critique Facilitation, Ideation Workshops, Mentorship, Async Collaboration

Tools: Figma, Figma Dev Mode, Figma AI, Adobe XD, Framer, Miro, FigJam, Maze, Mixpanel, Claude AI, ChatGPT, Voiceflow, UXPilot, HTML, CSS, JavaScript (working knowledge), Storybook (familiar)

Domains: Enterprise UX, B2B SaaS, eCommerce, Retail & Pharmacy, Travel & Booking, FinTech, Analytics Dashboards, Digital Experience Design

Impact Highlights

- Led UX strategy, user research, and interaction design for **Walgreens.com** (Fortune 500) translating quantitative and qualitative insights into design decisions across high-traffic US retail and pharmacy customer journeys.
- Architected token-based design system and component library serving **10,000+ enterprise users** across **4 product modules**, cutting design duplication by **40%** and improving UX cohesion at scale.
- Reduced design-to-development iteration cycles by **25%** through structured Figma Dev Mode handoffs and design rationale documentation.
- Cut high-fidelity prototyping time by **40%** by integrating AI-assisted design workflows (Figma AI, Claude, ChatGPT) into the product design process.
- Drove **add-to-cart +34%**, checkout completion **51%→74%**, and bounce rate **62%→38%** on a D2C eCommerce redesign through hypothesis-driven interaction design and usability testing.
- Delivered **15+ production-ready digital products** across eCommerce, B2B SaaS, and FinTech, and mentored **3+ designers**, cutting revision cycles by **20%**.

Work Experience

Tata Consultancy Services (TCS)

Aug 2023 – Present

Senior Product Designer · UX/UI Lead, Walgreens.com (Fortune 500 US Retail & Pharmacy)

Kolkata, India

- Lead end-to-end UX/UI and product design for Walgreens.com running discovery, user research, information architecture, and iterative UX improvements across high-traffic retail and pharmacy customer journeys for US audiences.
- Drive prototype testing and hypothesis validation with users and stakeholders; translate research insights into user flows and design decisions balancing customer needs, business goals, and technical constraints.
- Architect and govern a scalable design token and component library system serving 10,000+ enterprise users across 4 modules, reducing design duplication by 40% and ensuring UX cohesion at scale.
- Structure Figma Dev Mode handoffs and sprint stories, reducing design-to-development iteration cycles by 25%; document design rationale for async and in-person stakeholder reviews.
- Champion WCAG 2.1 AA accessibility applying inclusive design, keyboard navigation, and accessible component patterns in partnership with engineering and QA.
- Integrate AI-assisted design workflows (Figma AI, Claude, ChatGPT) into the product design process, cutting high-fidelity prototyping time by 40%; mentor 3+ designers through critique facilitation, cutting revision cycles by 20%.

Sorted Pixel Agency

Feb 2020 – June 2023

Product Designer / UI UX Designer

Pune, India

- Led end-to-end product design across 15+ live digital products — D2C eCommerce, B2B SaaS, and FinTech running discovery, JTBD research, user interviews, and heuristic evaluation through user flows, prototypes, and multi-platform UI design.

- Designed a D2C eCommerce platform using 20 moderated customer interviews and hypothesis-driven usability testing; drove add-to-cart +34%, checkout completion 51%→74%, and bounce rate 62%→38% through CRO-focused interaction design.
- Built reusable Figma component libraries and scalable UI frameworks, reducing client development build time by 30%; implemented WCAG 2.1 AA color contrast systems and responsive design across all products.
- Facilitated ideation workshops and client-facing presentations, communicating design process, decisions, and rationale to cross-functional teams and stakeholders.

Personal Projects

DreamTravel AI — AI-Powered Travel Booking Platform dreamtravelai.base44.app

Product Designer + Founder · Zero-to-One AI Product Design

- Designed and launched a zero-to-one AI travel and booking platform, applying system-level thinking to the end-to-end guest booking experience with conversational UI, natural-language search, and generative UI flows.
- Defined user flows for trip planning and agentic AI UX; shipped itinerary outputs as shareable travel documents optimized for clarity and guest engagement.

Pinker — Social Discovery Platform

Product Designer + Founder · Zero-to-One Product Design

- Designing and building a social discovery app end-to-end, covering user flows, interaction design, and iterative usability fixes across the core matching and messaging experience.

PromptCV AI — AI-Powered Job Application Toolkit promptcv.base44.app

Product Designer + Founder · Zero-to-One AI Product

- Built and shipped a zero-to-one LLM-powered job toolkit transforming a single job description into ATS-optimized resumes, cover letters, and outreach assets via single-input UX flows.
- Simplified complex multi-step AI workflows using progressive disclosure and cognitive load reduction, focused on usability, clarity, and conversion.

Selected Client Projects

BendSoap — D2C eCommerce Website Redesign (US Market)

UI UX Designer · D2C Customer Experience Redesign

- Led discovery using 20 moderated user interviews, JTBD framework, heuristic evaluation, and competitor analysis; redesigned product discovery, content architecture, and checkout reducing steps from 6 to 3.
- Drove measurable CRO outcomes: add-to-cart +34%, checkout completion 51%→74%, bounce rate 62%→38%.

SnapWalls — Operations & Analytics Dashboard

Product Designer · Enterprise Analytics Platform

- Designed an end-to-end enterprise operations dashboard with unified data visualization across order tracking, inventory management, regional insights, and campaign performance.
- Defined dashboard UX hierarchy and information architecture across business, marketing, and operations workflows, enabling teams to surface operational risks and revenue opportunities.

Education

Kavayitri Bahinabai Chaudhari North Maharashtra University 2019

Bachelor of Engineering in Computer Engineering India

Certifications

- Google UX Design Professional Certificate - Google, Coursera
- User Experience Design for Generative AI - Tata Consultancy Services, Udemy
- Generative AI Designer (Trainer Mode) - Tata Consultancy Services, Udemy
- Design Rules: Principles + Practices for Great UI Design -Udemy

Additional Information

- 6+ years of experience delivering digital products end-to-end- from user research and information architecture through interaction design, prototyping, and developer handoff.
- Experienced working with global, distributed teams across US, India, and Asia-Pacific time zones in async and in-person agile environments.
- Open to full-time remote Senior Product Designer / Senior UX/UI Designer roles, and to relocation for the right opportunity.