Saurabh K G

Product Designer · AI Interfaces · UX Research

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I design products that answer in probabilities rather than certainties — AI assistants, forecast models, agentic flows. Sole designer on a B2B weather-intelligence platform, where a ground-up redesign took usability from 52.5 to 79.4 SUS. Trained in architecture and public policy.

EXPERIENCE

Product Designer — WeatherEx (weatherex.ai) May 2026 – Present

Independent collaborator (May–Jul 2026) → Product Design Intern (Aug 2026 – present)

Sole designer · Experiqs Pvt. Ltd. — B2B, B2C weather-intelligence platform, SINE-incubated at IIT Bombay

- Led the web and mobile redesign; raised usability in web from **SUS 52.5 to 79.4** and cut **task workload by 47%** (NASA-TLX 71.0 → 37.4).
- Ran an **18-user study** and a heuristic audit that grew the brief from a visual refresh to a full redesign.
- Developed a **placement framework** for the team as the product grew from about 20 to 90 features, based on six competitor products and six UX principles.
- Shipped grouped map layers, a rebuilt location panel, recent-search suggestions and saved locations.
- Turned dense forecast tables into readable graphs, with one data colour scale shared across every panel.
- Built the brand: new logo, design system and a shipped icon set for 15 weather layers.
- Designed the company website: homepage plus 10 pages and a demo-request flow.

SELECTED PROJECTS

Blinkit AI — agentic quick commerce speculative design

Quick commerce rethought around an assistant that orders for you, and the disclosure design that keeps it safe.

- Organised the work around a **reversibility ladder**: every AI action is classed by how easily it can be undone, which sets how much confirmation the interface demands before acting.
- Designed provenance labels (You / Assistant / Sponsored) and a commit-then-correct pattern for actions the assistant has already taken.

YouTube Intent Mode — attention-economy concept concept design

A Premium feature closing the gap between why people open the app and where the feed takes them.

- Framed the conflict between a user's stated viewing intent and an interface optimised for capture, then designed session intent-setting with gentle realignment cues instead of a hard lockout.

SKILLS

Design interaction design · user flows · wireframing · prototyping · design systems · data visualisation

Research & AI user research · usability testing · heuristic evaluation · task analysis · agentic UX patterns

Tools Figma · Framer · Claude and other agentic AI tools

EDUCATION

Master of Public Policy — Ashank Desai Centre for Policy Studies, IIT Bombay 2024 – 2026

Thesis: attention capture and the governance of outdoor advertising in Kochi.

Bachelor of Architecture — KMEA College of Architecture 2020

LEADERSHIP & ACTIVITIES

Cultural Coordinator — Ashank Desai Centre for Policy Studies, IIT Bombay 2025 – 2026

Organised Convocation 2025 and cultural events; also event photographer for PG Cult (Mar 2025).

Design Team Member — IPPN Conference, IIT Bombay Dec 2024

Directed visual identity and event branding; coordinated faculty, students and external stakeholders.