

SIMRAN KAUSHIK

PRODUCT DESIGNER

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SUMMARY

2 years of experience designing B2B, B2B2C and SaaS products across enterprise and complex workflows. Experienced in end-to-end product design, user research, usability testing and design systems, from discovery through developer handoff. Designed products used by 5,000–20,000+ users, improving activation, adoption and task completion through user-centered design.

PROFESSIONAL EXPERIENCE

UI/UX Designer, Thoughts2Binary

Sept 2025 – Present

- Own end-to-end UX for a no-code enterprise SaaS platform across 9+ core modules. Leading a team of 5 members.
- Designed Proof-of-Concepts, Minimum Viable Data Products (MVPs), and rapid early prototypes to test ideas.
- Redesigned onboarding, navigation and project setup flows, reducing onboarding time by ~40% and improving new-user activation using rapid prototyping, Lean UX and Design Thinking.
- Conducted 40+ user interviews and usability tests, driving major product improvements adopted company-wide.
- Built a design system with 60+ reusable components, reducing design-to-development time by 35% across 6 teams.
- Collaborated with Product, Engineering, QA and BA teams to ship 2 end-to-end client projects in 10 months, maintaining 98% on-time delivery.

Product Designer, Orlens

Jan 2024 – Feb 2025

- Owned 0→1 product design as the sole designer for an enterprise ONA platform with 12+ modules.
- Designed survey and reporting workflows for organisations with 5,000+ employees, increasing participation rates by 40%.
- Designed data-rich dashboards and network visualisations to surface organisational insights from complex datasets.
- Created personas, user flows and product experiences, reducing design revision cycles by 40%.
- Established the company's foundational design system and implemented WCAG 2.1 AA improvements, expanding the accessible user base by 15%.

UI/UX Design Intern, DialMyTrip

May 2023 – Aug 2023

- Assisted in designing multi-step travel and fintech transaction flows used by 20,000+ retailers, reducing checkout drop-off by ~20% and task completion time by ~35%.
- Built white-label B2B dashboards for 500+ partners across travel and fintech products.

EDUCATION

- **Master of Computer Applications (MCA)** Amity University (Online) | **CGPA: 8.2**
- **BSc (Hons) Biochemistry** University of Delhi **CGPA: 8.9**
- **Google UX Design** Professional Certificate Coursera — 7 courses completed
- **Interaction Design Foundation (IxDF)** Member since 2023 — 8 courses completed

SKILLS

Design Tools: Figma, FigJam, Prototyping, Wireframing, Visual Design (type, colour, grid, layout)

UX Research: User Interviews, Usability Testing, User Journey, A/B Testing, User personas

Domain Expertise: Enterprise SaaS, B2B Dashboards, Design Systems, UI Components, Web Design, Mobile UX

UX Practice: User Flows, Information Architecture, MVP Scoping, WCAG 2.1 Accessibility, AI-informed Design

Collaboration: UX Documentation, Sprint Planning, Stakeholder Communication, Dev Handoff, Agile, Scrum