

Arnav Bhagawati

Product Design

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Professional Summary

I am a Problem Constitutor first, then a solver. My goal is to understand the deeper problems first through data & qualitative research, with a strong sense of user empathy. I advocate for strengthening process over product to scale businesses. I am a thinker and design is my bi-product. With experience over 10+ years in designing for end-users, I know that technologies change, but human emotions stay constant. I design for Human Emotions.

Work Experience

Staff Product Designer, Originality.ai, 50K MAU, Permanent Full-time, July 2024 – Present, Remote

- Owned end-to-end product design across Responsive WebApp, Chrome Extension, and Website that scaled **Annual Recurring Revenue (ARR) from \$2.5M to \$6M, over 22 months, a super-strong growth.**
- Partnered with Leadership, Product & Engineering to envision user needs, business needs, & technology constraints to scale adoption from **600K to 1.5M monthly active users (MAU), a record high.**
- Launched Originality.ai's Limited Free AI Detector and strategized landing page content increasing organic traffic and improving **Google Ranking from Rank 18 to Top 5 (a record high)**
- Optimised Signup through Payment funnel to increase **Conversion Rate by 64% YoY (a record high).**
- Revamped Originality.ai's Core WebApp that includes 7 independent Premium scan types, 2 Power tools, and other ancillary features that **decreased churn by 4% (a record high).**
- Wore multiple hats of Product Manager, Growth Strategist, User Researcher & Product (UX/UI) Designer to own end-to-end PDLC from discovery, launch through data-driven retrospection to scale KPIs.
- Conducted UXR & Surveys on need basis, Analysed MixPanel, GA, & MS Clarity for sanity check, Created PRDs & Interactive Figma Mockups seeking early stakeholder alignment to visualise P0→1 features, Created Redline Figma drawings for Specification Handoff, and Challenged team to seek clarity within ambiguity.

Founding Product Lead, Leapon Services, 80 MAU, July 2024 - Present, Self-Employed

- Designed SaaS CRM from scratch for **1,500+ B2B users** across Web and Mobile, increasing adoption by **30%.**
- Collaborated with Backend Engineering to embed third-party integrations into core workflows, reducing Average Response Time (ART) by **60%.**
- Iterated on onboarding and checkout flows through usability and A/B testing to improve conversion by **18%.**

Product Designer, QuillBot, 30M MAU, Permanent Full-time, Aug 2023 - Jul 2024, Remote

- Partnered with AI, Product & Engineering team to lead end-to-end product design for QuillBot's AI Detector, helping launch one of the company's most visible AI products. The experience achieved **#1 SEO ranking, 11M impressions, reached 1M weekly active users, and converted approximately 6% of visitors**, despite free.
- Conceptualised and designed the Premium Plagiarism Checker in async collaboration with AI, Product and Engineering that **reduced operational costs by 1.5% and increased conversion by ~8%.**
- Partnered with Growth, Content and Engineering to design and evaluate funnel optimisation of freemium plagiarism-checking experiments across Tier 1 markets through A/B testing, which contributed to a **4% conversion rate at 50% impressions** compared to production variant.

- Partnered with Growth, Business Development, Customer Success to iterate and launch a subscription cancellation workflow that **reduced churn by record high of 8%** through retention-focused user flows and well strategized communication of benefits.

Senior Designer, Samsung R&D Institute India, ~1Billion MAU, Permanent Full-time, Sep 2021 – Aug 2023, Hybrid

- Led design initiatives focused on Samsung Account adoption across **~1 billion users** of One UI Operating System, contributing to a **~13% increase in click-through rate**, **~11% increase in sign-in rate**, and **~5.3% increase in CRM revenue globally** through redesigned sign-in experiences and engagement strategies.
- Led the design of Connected Devices in One UI 5.3, a centralised multi-device configuration experience that improved feature discovery and **increased active ecosystem users by 7%, a record high.**
- Planned and conducted foundational qualitative user research across four cities with 40 participants, uncovering behavioural and motivational barriers to Samsung account adoption and identifying opportunities that informed product strategy and roadmap decisions.

User Experience Designer, TropoGo, Permanent Full-time, Jul 2020 - Aug 2021, Remote

- Designed and launched NPNT guide (No Permission, No Takeoff), simplifying complex drone regulations into an accessible user experience that attracted **~5.2M impressions** and became a key educational resource for drone operators.
- Partnered with Leadership to create investor, partnership, and internal communication materials that supported fundraising efforts and contributed to **securing \$500K in investment.**
- Contributed to product discovery and early-stage design for multiple initiatives, including AirSherpa Dashboard, Red Carpet, SuperLenz.ai, helping define workflows from concept through validation.
- Designed marketing and digital communication assets that strengthened the company's online presence and supported user acquisition efforts.
- Collaborated closely with product, engineering, business, and leadership stakeholders in a fast-paced startup environment, gaining experience across product strategy, user experience design, and business communication.

Teaching Assistant, Indian Institute of Technology, Bombay, Part-Time, Jul 2018 - Jun 2020, On-Site

- Contributed to the Design, Innovation and Technology course on the SWAYAM platform, a Government of India initiative aimed at expanding access to design education at scale.
- Mentored and guided students on design thinking methodologies, problem framing, user-centered design approaches, and project execution, helping translate academic concepts into practical application.
- Participated in design reviews and critique sessions, providing structured feedback that strengthened students' design reasoning, communication, and problem-solving skills.
- Collaborated with faculty members on course delivery, content development, and educational activities, gaining experience in design education, mentorship, and knowledge sharing.

User Experience Researcher, Indian Institute of Technology, Guwahati, Internship, May 2019 - Jul 2019, On-Site

- Led an ethnographic research initiative exploring the systemic drivers behind increasing school dropout rates in government schools across Assam, India.
- Conducted immersive field research with students, families, and educators through contextual inquiry, home visits, observations, and semi-structured interviews to uncover behavioral, social, and economic influences on educational outcomes.

- Applied systems-thinking and qualitative research methodologies to identify interconnected barriers affecting student retention, academic performance, and access to educational opportunities.
- Translated research findings into actionable opportunity areas and design interventions addressing both student and teacher needs across academic and financial dimensions.

Architect, Hiren A. Gandhi & Associates, Permanent Full-time, Nov 2017 – Jun 2018, On-Site

- Designed 13 Schools for the Tribal Communities in collaboration with the Government of Daman, Diu and Dadra & Nagar Haveli (Union Territories in India) in a span of 6 months.
- Conducted user research & contextual enquiry to understand user needs in tribal areas of Daman, Diu and Dadra & Nagar Haveli.

Assistant Professor, Royal Global University, Permanent Full-time, Sep 2016 – Jun 2017, On-Site

- Mentored students of Architecture of various research methods, elements & principle of design.

Architect, HCP Design, Planning & Management Pvt. Ltd., Permanent Full-time, Jul 2015 – Jun 2016, On-Site

- Execution of Sabarmati Riverfront Development.
- Conducted of Social Impact Assessment (SIA) Amochu Land Reclamation & Township Project, Bhutan.
- Concept design and pitch for Chhapli-Sheri Beachfront development (Construction completed).
- Concept design and pitch for Dabhel Junction Development, and Jetty Garden Development.
- Contributed to the Inception & Feasibility report of Subernarekha River Development.

Education (2) and Certifications (4)

Masters in Design, IDC School of Design, Indian Institute of Technology Bombay, 2 years

Design Thinking & Methodologies, Human-Centric Design, User Research, Contextual Enquiry, Field Studies, Human Behaviour & Cognition, Design Innovation & Technology, Social Entrepreneurship, Service Design.

Bachelor's Degree in Architecture, National Institute of Technology Hamirpur, 5 years

Principles of Design, Ethnography, Grounded Theory, Urban Design & Planning, Human Psychology & Spaces.

Interaction Design Foundation (IxDF)

Design for the 21st century with Don Norman
 Mobile User Experience (UX) Design
 Human Computer Interaction – HCI
 User Research – Methods and Best Practices.

Skills

Product Design & Strategy:

End-to-end Product Design, Product Strategy & Vision, User-Centred Design, Design Thinking, Product Discovery, Problem Framing, JTBD, Customer Journey Mapping, Opportunity Mapping, Service Design, UX Strategy, Responsive Design, Usability Testing, Prototyping, User Flows, Interaction Design, Accessibility (WCAG), Data-Driven Design.

AI:

Product Design for AI-native Apps, Generative AI UX, AI-assisted Workflows, Human-AI Interaction

Leadership:

Design Leadership, Cross-Functional Collaboration, Stakeholder Management, Design Critique Facilitation, Mentorship & Coaching, Design Operations, Design Systems Leadership, UX Governance