

ASHWIN KUMAR E

Product Designer | Bengaluru, India | +919789671827 | ashwinraji97@gmail.com | [Portfolio](#) | [LinkedIn](#) | [Behance](#)

AI-native Product Designer with **3.5+ years of experience** in designing **B2B SaaS, consumer apps**, and **AI-native products** - work that's driven **40% efficiency gains** and helped secure **Zenopsys's first paying customers across three regions (India, US, EU)**. Skilled in pairing user research and systems thinking with rapid prototyping to simplify complex workflows.

SKILLS

Design & Research: User Experience Design, User Research, High-fidelity UI designs, Advanced Prototyping (animations), Usability testing, AI-Native Product & Agent Experience Design, Prompt Engineering

Tools: Figma, Figma Make, Framer, Claude (AI & Design), Google Stitch, Adobe Illustrator, Photoshop, Canva, Miro, Maze, Relume

WORK EXPERIENCE

Product Designer | Zenopsys.ai – Bengaluru, India

April 2025 – Present

- **As part of Zenopsys's founding team**, owned end-to-end design for Zenopsys's **AI-native documentation workspace** for life sciences that automates **authoring, review, and submission of regulatory documents**.
- Shaped product strategy and roadmap in a **0-to-1 environment, working directly with Co-founders (CEO & CTO)** to prioritize features against customer feedback and market positioning.
- **Conducted customer discovery** with Regulatory Affairs, Quality, and Clinical Operations teams across pharma, biotech, and CRO organizations to identify workflow pain points and define product requirements.
- Designed core platform capabilities including **AI-powered eCTD Automation, Document Review Agents, Medical Writing Agents, Private Knowledge Assistant** - balancing speed-to-draft with regulatory precision requirements.
- Owned Zenopsys's complete **brand identity** - designed the logo, a **scalable design system**, then carried it through a fully **revamped product website** and ensured consistency across all products.
- **Shipped 6 modules** across the **US, EU, and India**, landing Zenopsys's first paying customers and **40+ active pilots**, and cutting documentation cycle times for regulatory teams.

Associate UI/UX Designer | AntWalk Pvt. Ltd – Bengaluru, India

January 2024 – March 2025

- **Led the design and implementation** of a user-centric **B2B admin dashboard** and **assessment creation & consumption flow**, optimized workflows and **enhanced the user efficiency by 25%**.
- **Conducted user research** to refine learning pathways. Designed intuitive **wireframes** and **high-fidelity prototypes** for courses, assessments, and competency evaluation, improving engagement and usability.
- **Worked directly with the CEO** on Learner Reports and Initiative Reports at AntWalk, which received high praise from key clients, including **Razorpay and Berger**.
- **Collaborated with Product managers, Developers and AntWalk's CSM Team** to design and prototype new features for competency assessment and learning platform enhancements.
- **Developed and maintained a scalable design system**, ensuring **visual and interaction design consistency** across the platform, improving usability and accelerating the design-to-development process.

UI/UX Designer | Asymmetri Innovations LLP – Remote

December 2022 – January 2024

- Designed end-to-end UI/UX across 20+ client projects including healthcare, B2B SaaS, and consumer apps with 500+ screens under agency-paced deadlines.
- Conducted **user research, interviews, and competitor analysis** to uncover key insights, shaping data-driven UX strategies.
- Worked directly with the CEO and clients to gather requirements, scope design direction, and present deliverables.
- Collaborated with **developers and product managers** to design **visually appealing and accessible** digital experiences.
- Built reusable design patterns that sped up handoffs, lifting client success by 20%.

EDUCATION

B.E, Computer Science and Engineering | Kumaraguru College of Technology – Coimbatore, India

2018 – 2022

- CGPA: 8.54

CERTIFICATIONS

- **Google UX Design Professional Certificate** - Google | [Certificate Link](#)
- **Zen Class UI and UX Program** – Guvi | [Certificate Link](#)