

# LAXMINARAYANA AVULA

Senior Product Designer | Enterprise AI | SaaS | Healthcare | Design Systems | React Frontend

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## PROFESSIONAL SUMMARY

Senior Product Designer with 13 years of experience in software and 9+ years specializing in Product Design, UX Strategy, and Enterprise Design Systems across AI, SaaS, FinTech, Healthcare, and Cybersecurity domains. Experienced in partnering with founders, product managers, and cross-functional engineering teams to take products from 0→1 discovery through developer handoff and production delivery. Expertise in conversational AI, enterprise search, complex workflows, and human-centered design for scalable digital products. Leverages AI-powered design tools including ChatGPT, Claude, Cursor, Lovable, and Figma AI to accelerate product discovery, prototyping, and design validation. Combines product strategy, enterprise UX, design systems, and React frontend development to bridge the gap between design and engineering, delivering production-ready digital experiences.

## CORE EXPERTISE

**Product Strategy:** Product Discovery • UX Strategy • Feature Prioritization • Product Thinking • MVP Definition

**Design Systems:** Component Libraries • Design Tokens • Enterprise Design Systems • Material Design

**AI & Enterprise:** Conversational AI • AI Search • Prompt Experience • Human-AI Interaction • Dashboard

**Interaction Design:** User Flows • Wireframing • Prototyping • Responsive Design • Accessibility (WCAG 2.1)

**Leadership:** Founder Collaboration • Cross-functional Leadership • Agile • Developer Handoff • Design QA

**UX Research:** Stakeholder Interviews • User Research • Journey Mapping • Information Architecture • Usability Testing

## PROFESSIONAL EXPERIENCE

Senior Product Designer | Fin Fit Technologies Pvt. Ltd.

Aug 2024 – Present

**Products:** FinFit Club • BookARide • DesiHuddle • EV Station Finder • Mrod Healthcare

(Engaged as Freelance Senior Product Designer, Aug 2024 – Dec 2025; converted to Full-Time Senior Product Designer, Jan 2026 – Present, based on delivered impact)

- Own end-to-end product design across 4 concurrent FinTech, mobility, and community platforms, from discovery through delivery, reporting directly to founders.
- Converted from a freelance engagement to a full-time hire after ~16 months, based on delivered product outcomes and founder trust.
- Redesigned onboarding experiences for FinFit Club and BookARide by simplifying user flows, reducing unnecessary steps, and improving the first-time user experience.
- Built and maintained a shared enterprise design system and reusable component library across multiple products, improving design consistency and accelerating the delivery of new features.
- Led stakeholder interviews, journey mapping, and usability testing that directly shaped product roadmap and feature prioritization with founders.
- Adopted AI-assisted workflows (Claude, ChatGPT, Cursor, Lovable, Figma AI) to move from concept to clickable, testable prototype in days instead of weeks, accelerating stakeholder sign-off.
- Built React/Tailwind CSS and MUI3-based front-end prototypes for stakeholder demos, keeping design and engineering aligned before formal development sprints.
- Designed Mrod Healthcare, an at-home medical services platform (doctor-on-call, IV therapy, lab tests, nursing, and physiotherapy booking) for the Saudi Arabia market.
- Delivered developer-ready specs and stayed embedded through implementation, reducing design-related rework during QA.

## Senior UX/UI Designer | ADQ Services LLP

Jan 2024 – Jun 2024

### Products: Enquire AI • OrthoQuant

(Fixed-term engagement to lead design for a new AI product launch)

- Led the UX strategy and end-to-end product design for Enquire AI, an enterprise AI-powered search and knowledge discovery platform that enabled employees and enterprise customers to discover organizational knowledge using conversational AI, intelligent search, document intelligence, and transparent source citations.
- Designed the core conversational AI experience end-to-end: chat interface, prompt interactions, intelligent search with citations, conversation history, multilingual and voice search, AI feedback loops, and document upload workflows.
- Partnered with enterprise stakeholders and engineering to define AI interaction patterns and information architecture from scratch, shipping the MVP within the engagement window.

## Senior UX/UI Designer | Softbiz Technology Pvt. Ltd.

Sep 2022 – Nov 2023

### Products: CYFOX • EasyWebinar • FixFinder

- Led UX design for CYFOX, an enterprise cybersecurity platform, translating complex security workflows into dashboards usable by non-technical operators.
- Ran stakeholder workshops, user research, and usability testing across 3 SaaS products, feeding directly into an enterprise-wide design system adopted across product modules.
- Simplified complex cybersecurity workflows into intuitive dashboards, making monitoring and operational tasks easier for enterprise users.
- Collaborated daily with product managers, developers, and QA across the full product lifecycle to ensure design intent survived implementation.

## UX/UI Designer | Protos Healthcare Technologies Pvt. Ltd.

May 2021 – Oct 2022

### Products: Skedoc — Doctor Discovery & Appointment Booking Platform

- Designed end-to-end healthcare experiences spanning appointment booking, telemedicine, doctor discovery, and hospital administration for 4 distinct user types (patients, doctors, hospitals, admins).
- Led stakeholder interviews, journey mapping, and usability testing that shaped the booking and telemedicine flows pre-launch.
- Designed responsive healthcare experiences across web and mobile, improving the overall appointment booking experience for patients and healthcare providers.

## UX Designer & UI Developer | 9Flights Services Pvt. Ltd.

Aug 2012 – Apr 2021

### Products: Flight & Hotel Booking Platform

(9-year tenure progressed from UI Developer into a hybrid UX Designer & UI Developer role owning the booking funnel)

- Owned design for the responsive flight and hotel booking platform across web and mobile for the full tenure.
- Redesigned search, booking, checkout, and payment workflows to create a smoother and more intuitive booking experience across web and mobile platforms.
- Bridged design and development directly, hand-coding front-end using HTML, CSS/SCSS, JavaScript, Bootstrap, React, and Angular giving engineering pixel-accurate, buildable specs with minimal back-and-forth.

## TOOLS

**Design and AI:** Figma • FigJam • Miro • Adobe XD • Photoshop • ChatGPT • Claude • Cursor • Lovable • Figma AI  
**Front-End:** HTML5 • CSS3 • SCSS • Bootstrap • Tailwind CSS • MUI3 • JavaScript • React • Angular • TypeScript

## EDUCATION

### Bachelor of Arts

Dr. B.R. Ambedkar Open University | 2011 – 2014