

Adit Saxena

Product Designer



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WORK EXPERIENCE

KredX | Product Designer | B2B SaaS

Sep 2025 - Present | Bangalore

- Driving TReDS platform growth by defining and designing product requirements for invoice discounting workflows, **impacting 500+ MSMEs and 30+ financial institutions**
- Streamlined the core workflow** for financier-assigned buyer credit limits, projected to **cut time-on-task by 25%**
- Designed and **shipped bulk invoice upload workflow**, cutting time-on-task by **~40%** and improving user productivity.
- Optimized the unit discovery** experience for financiers, improving filters to **reduce search friction** and increase relevant unit discovery.
- Designed a payment gateway integration, **improving transaction success rates** for cash management system used by Canon.
- Introduced seamless multi-account access** with post-login switching, **reducing login friction**, repeat authentication events, and user drop-offs.
- Designed and built an internal application form-builder**, enabling dynamic prefilling and client customization, reducing manual data entry errors

Stage | Product Design Intern | B2C

Nov 2024 - May 2025 | Noida

- Boosted user engagement by 13%** on the home screen by integrating trailer playback in the content platter
- Helped re-engage churning users** significantly by designing 'My List' that allowed users to save content for later.
- Led end-to-end product design for user feedback** collection with an early adoption rate of 30% across platforms.

Nurture Farm | Product Design Intern | B2B

Jun 2024 - Oct 2024 & Apr 2022 - Jun 2022 | Remote

- Identified key product opportunities by **leading 15+ user interviews and competitive audits**, shaping the roadmap for new machine learning models
- Synthesized and wireframed multiple high-traffic user flows** to enhance usability and engagement.
- Ideated and designed the task management flow for the partner vertical** that aimed at helping operational field workers to connect with farmers boosting operational efficiency by 8%
- Developed and executed a research plan and intensive questionnaire to **generate actionable insights from the in-depth interviews** with 10+ users.

HELLO

I'm a product designer with 1+ year of experience of successfully collaborating with Product and Tech to turn ideas into scalable, user-centric solutions. My design approach blends user empathy with business and technical constraints, focusing on clarity, consistency, and measurable impact.

EDUCATION

Bachelor of Design

Delhi Technological University

CERTIFICATES

Machine Learning for Product Managers

Duke University

AI Engineering Professional Certificate

IBM

SKILLS

User Research, Generative AI, Wireframing, Prototyping, Visual Design, Design System, User Journey Mapping, Data Analysis, Cross-functional Collaboration, User Testing, Data Visualization

TOOLS

Figma, Rive, Amplitude, Python, SQL, Perplexity, Notion, Jira, Adobe Suite, HTML, CSS, JS, Protopie, Cursor, Lovable