

# Akshar Patel

Lead Product Designer

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I am a seasoned designer with over eight years of diverse experience, specializing in steering design teams and spearheading key projects focusing on B2B SaaS products - with the ability to abstract complexities, ensuring an excellent user experience for diverse users.

## EXPERIENCE

### **p0, Remote** — Lead Product Designer (Nov 2024 to Mar 2025)

p0 discovers security gaps in large codebases. Using LLM to identify APIs, their parameters, and the sensitivity of user data shared externally.

- I was designing mission-critical features to resolve customer needs that block the scaling of our product.
- Brought down time to the first wow moment from ~14 days to a single day by cascading onboarding steps and spreading the key wow moments throughout the process.
- Designed experience to drive clarity of security threats discovered and meaningfully categorize these threats.

### **Multiplier, Remote** — Product Design Manager (Oct 2022 to Oct 2024)

Multiplier facilitates seamless cross-border hiring, onboarding, global payrolls, payments, and HRIS solutions.

- Led a compact, high-performance design team of 3 senior designers, fostering a culture of continuous improvement and excellence.
- Led a design overhaul that made contract creation & updating self-serve, reducing support interactions by 60%.
- I redesigned the payment and salary experience with a user-centric approach, propelling NPS scores into positive terrain.
- Designed a single platform to assist the support team in resolving user queries.

### **Gojek, India** — Product Design Manager (Jun 2019 - Sep 2022)

Gojek is a Super app based in Southeast Asia, with 20+ services ranging from ride-hailing to finance.

- Led the design team for the Financial Services and closely collaborated with design ops to standardize design QA and assess design team maturity.
- Crafted an experience that lets users pick their PayLater limit. Building a brand that's most trusted to provide control.
- Reimagined the merchant lending app to offer clear visibility over repayment schedules, slashing support tickets by ~80%.

## SKILLS

### **User experience design**

User flows, user stories, and wireframing

### **Interaction design**

UI design, design systems, and micro-interactions

### **Beyond**

Hands-on with frontend, design ops, and mentoring design team.

## EDUCATION

### **Pune University — B.C.A.**

BATCH OF 2015

**Wingify, India** — Product Designer (Jun 2017 to May 2019)

Wingify is a B2B SaaS company creating new marketing-tech products. I've spent a year building products from 0 to 1. The second year - solving core workflows of PushCrew and VWO.

- We have launched 4 new SaaS products addressing real business problems.
- Conducted over 20 customer interviews alongside the product team, identifying critical problem areas.
- Established a lean design system to expedite product launches from quarters to weeks.

**Helpshift, India** — Product Designer (Jun 2016 to May 2017)

Helpshift has a product where each design change affects a billion devices. This scale honed my decision-making skills in designing for scale.

- Redesigned mobile & desktop SDKs with the OS standards, simultaneously crafting an efficient design process via Android & iOS style guides.
- Conceptualized conversational UI and chatbot designs, laying down foundations for building intuitive chatbots.

**Vikilabs, India** — UX/UI Designer (Nov 2015 to June 2016)

At Vikilabs, a home automation startup, I took the reins of designing consumer-focused Android/iOS apps and internal tools.

**Coditas, India** — UX/UI Designer (Jul 2015 to Jan 2016)

Thrived in a high-velocity setting at Coditas as a first design hire. Collaborating on diverse projects for innovative consumer startups, honing skills in executing within tight timelines.