

Atharva Potnis

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[Portfolio Snippet](#) | <https://atharvapotnis.in/>

Summary

Product Designer with proven expertise in design systems and UX, delivering market-driven SaaS solutions. Achieved a 40% reduction in design-to-development time and increased user engagement by 25% through advanced UI and user research.

PROFESSIONAL EXPERIENCE

Obviously AI | *Founding Product Designer (AI + Gen AI + ML)*

Oct 2024 - Oct 2025

- Spearheaded user research & designed LLM-based solutions, increasing engagement & usability by 25%.
- Built a scalable Figma design system with 20+ AI/ML components, improving design-to-development time by ~40%.
- Created cross-platform UI components and documented guidelines, driving adoption of the new design system across engineering and product teams.
- Conducted workflow analysis and journey mapping to ensure seamless experiences across web and mobile.

Carolina's Psychiatric Institute | *Senior Product Designer (Contract) (AI + Gen AI)*

Jan 2024 - Oct 2024

- Conducted user interviews, surveys, and data analysis with tools such as Adobe XD and Sketch to inform UI and platform decisions, resulting in a redesign that increased user satisfaction.
- Redesigning workflows and user journeys for a B2B SaaS platform, resulting in improved efficiency for both web and mobile environments.
- Produced high-fidelity prototypes, raising iteration speed by ~15% and satisfaction by ~20%.
- Led agile sprints and coordinated cross-functional teams using Miro boards to deliver an end-to-end SaaS solution, completing the project on schedule and enabling faster release cycles

Surplus | *Senior UX Designer (Contract) (FinTech + E-Commerce + AI)*

Sep 2023 - Jan 2024

- Owned full-cycle UI/web design for mobile app, boosting engagement by ~20%.
- Created interactive prototypes in InDesign and ran usability tests with multivariate validation, uncovering design issues that improved overall user satisfaction
- Partnered with developers on front-end implementation & API integration for seamless UX.

WiTT | *UX Designer (Contract) (Mobile + Web + UX Research)*

Sep 2022 - Sep 2023

- Led research and usability testing with Figma and Miro to design a mobile platform for cancer patients, resulting in higher patient engagement and positive feedback on the experience
- Optimized onboarding using predictive analytics, achieving 84% first-time success rate.
- Enabled 74% donation completion within 5 minutes via UX simplification.

Spring Computing Technologies Pvt Ltd | *Associate UX Designer (Healthcare + Product thinking)*

Dec 2020 - Jan 2022

- Designed a data-driven user interface for the scheduling and prescription systems using Figma and Adobe XD, which streamlined workflow and reduced task completion time for clinicians
- Applied A/B & multivariate testing, HCI principles, and user feedback for usability gains.
- Delivered high-fidelity designs with Adobe Suite, Figma, and Miro ensuring compliance.

EDUCATION

The University of Texas at Austin

Master's, Information Studies (Specialization in User Experience Design) (GPA: 4/4)

Vishwakarma Institute of Technology, India

Bachelor's, Engineering (GPA: 8.8/10)

KEYWORDS & SKILLS

- **Design Systems & Tools:** Design Systems, Figma, Adobe XD, Sketch, InVision, Miro, Adobe Illustrator, Photoshop, InDesign
- **Web Technologies:** HTML, CSS, JavaScript
- **Product Design & UX:** Product Design, UI/UX Design, Interaction Design, User-Centered Design, Rapid Prototyping, Wireframing, Heuristic Evaluation, Journey Mapping
- **Research & Analysis:** Market Research, Usability Testing, A/B Testing, Multivariate Testing, User Feedback
- **Other:** Information Architecture, Visual Design, Data Visualization, HCI, SaaS Design, Web Design, UI Engineering, Attention to Detail, Communication Skills, Team Player