

# Atharva Potnis

San Francisco, Bay Area

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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

<b>Obviously AI</b>   <i>Founding Product Designer (AI + Gen AI + ML)</i>	<b>Oct 2024 - Oct 2025</b>
<ul style="list-style-type: none"><li>• Spearheaded user research &amp; designed LLM-based solutions, increasing engagement &amp; usability by 25%.</li><li>• Built a scalable Figma design system with 20+ AI/ML components, improving design-to-development time by ~40%.</li><li>• Created cross-platform UI components and documented guidelines, driving adoption of the new design system across engineering and product teams.</li><li>• Conducted workflow analysis and journey mapping to ensure seamless experiences across web and mobile.</li></ul>	
<b>Carolina's Psychiatric Institute</b>   <i>Senior Product Designer (Contract) (AI + Gen AI)</i>	<b>Jan 2024 - Oct 2024</b>
<ul style="list-style-type: none"><li>• 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.</li><li>• Redesigned workflows and user journeys for a B2B SaaS platform, resulting in improved efficiency for both web and mobile environments.</li><li>• Produced high-fidelity prototypes, raising iteration speed by ~15% and satisfaction by ~20%.</li><li>• 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</li></ul>	
<b>Surplus</b>   <i>Senior UX Designer (Contract) (FinTech + E-Commerce + AI)</i>	<b>Sep 2023 - Jan 2024</b>
<ul style="list-style-type: none"><li>• Owned full-cycle UI/web design for mobile app, boosting engagement by ~20%.</li><li>• Created interactive prototypes in InDesign and ran usability tests with multivariate validation, uncovering design issues that improved overall user satisfaction</li><li>• Partnered with developers on front-end implementation &amp; API integration for seamless UX.</li></ul>	
<b>WiTT</b>   <i>UX Designer (Contract) (Mobile + Web + UX Research)</i>	<b>Sep 2022 - Sep 2023</b>
<ul style="list-style-type: none"><li>• 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</li><li>• Optimized onboarding using predictive analytics, achieving 84% first-time success rate.</li><li>• Enabled 74% donation completion within 5 minutes via UX simplification.</li></ul>	
<b>Spring Computing Technologies Pvt Ltd</b>   <i>Associate UX Designer (Healthcare + Product thinking)</i>	<b>Dec 2020 - Jan 2022</b>
<ul style="list-style-type: none"><li>• 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</li><li>• Applied A/B &amp; multivariate testing, HCI principles, and user feedback for usability gains.</li><li>• Delivered high-fidelity designs with Adobe Suite, Figma, and Miro ensuring compliance.</li></ul>	

## 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