

Atharva Potnis

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Summary

Founding Product Designer specializing in AI and generative-AI workflows across healthcare, fintech, SaaS, and enterprise. Developed solutions that boosted user engagement by 25% and created scalable Figma design systems cutting design-to-development time by 40%. Expert in prompt strategies, AI-driven prototyping, and translating brand guidelines into reusable design components. Seeking to drive generative content innovation in AI-powered systems.

PROFESSIONAL EXPERIENCE

Obviously AI | *Founding Product Designer (AI + Gen AI + ML)* Oct 2024 - Oct 2025

- Led user research and designed LLM-based prompt engineering workflows, increasing engagement and usability by 25%.
- Built a scalable Figma design system with 20+ AI/ML components, improving design-to-development time by ~40%.
- Created prototypes for generative AI features using Adobe Firefly workflows, accelerating iteration cycles by ~30%.
- Collaborated with cross-functional teams to launch 10+ AI features on schedule.

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
- Designed an AI-powered platform with optimized workflow design for doctor access to patient data, improving workflow efficiency.
- Produced high-fidelity prototypes in Adobe Creative Suite, 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 & Strategy:** Product Design, UI/UX Design, Interaction Design, Information Architecture, User-Centered Design, Visual Design, Design Systems, SaaS Design, Web Design, HCI
- **Prototyping & Testing:** Rapid Prototyping, Wireframing, Usability Testing, Multivariate Testing
- **Research & Analytics:** Market Research, User Feedback, Data Visualization, Data Storytelling, Statistical Analysis, Google Analytics
- **Design Tools:** Figma, Adobe XD, Sketch, InVision, Protopie, Illustrator, Photoshop, InDesign, Miro, Spark
- **Development & Technical:** HTML, CSS, R, Excel, UI Engineering
- **Soft Skills:** Attention to Detail, Communication Skills, Team Player, Verbal Communication
- **Other Design Expertise:** UX Design