

# Atharva Potnis | Product Designer

San Francisco, Bay Area • [azxthap39@gmail.com](mailto:azxthap39@gmail.com) • [Portfolio Reel](#) • [Website](#) • [in/atharva-potnis](#) •

## CORE VALUE PROPOSITION

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Product designer focused on O→1 and scaling AI-powered products, partnering closely with engineering and product to turn complex systems into intuitive, high-impact user experiences.

## KEYWORDS & SKILLS

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### Product & UX

Product Design, End-to-End UX, Interaction Design, Information Architecture, User Flows, Journey Mapping, Design Systems, SaaS Product Design, Data Visualization, Design Thinking, Visual Design

### Research & Strategy

User Research, Usability Testing, A/B & Multivariate Testing, Customer Discovery, Market Research, Problem Framing, Data-Informed Decision Making

### AI & Collaboration

GenAI Product Design, LLM Interfaces, Human–AI Interaction, Cross–Functional Collaboration, Agile / Sprint–Based Design, Stakeholder Communication

### Tools

Figma, Sketch, Adobe XD, ProtoPie, Miro, Illustrator, Photoshop, InDesign  
Google Analytics, Excel

## PROFESSIONAL EXPERIENCE

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### Founding Product Designer (AI + Gen AI + ML)

Obviously AI

San Francisco, USA

Oct 24 – Oct 25

- Drove end-to-end product design and research, resulting in a 25% increase in engagement across LLM-based workflows.
- Established and scaled a design system, reducing design-to-development time by ~40% across teams.
- Accelerated GenAI feature development by cutting iteration cycles by ~30% through rapid prototyping and validation.
- Worked closely with founders, engineers, and GTM teams to ship 10+ AI features from O→1.

### Senior Product Designer (Contract) (AI + Gen AI)

Carolina's Psychiatric Institute

Remote, USA

Jan 24 – Oct 24

- Shaped an AI-powered SaaS platform that improved clinician workflows and access to patient data.
- Increased delivery speed and satisfaction by ~15% and ~20% through high-fidelity prototypes and clear design specs.
- Informed roadmap decisions by synthesizing user research, feedback, and market insights.
- Collaborated across agile sprints with engineering, product, and clinical stakeholders to deliver end-to-end solutions.

### Senior UX Designer (Contract) (FinTech + E-Commerce + AI)

Surplus

Remote, USA

Sep 23 – Jan 24

- Led mobile and web product design initiatives, driving ~20% growth in user engagement.
- Validated product decisions through usability testing and structured experimentation.
- Partnered with engineers to ensure high-quality implementation and consistent UX across platforms.

### UX Designer (Contract) (Mobile + Web + UX Research)

WiTT

Remote, USA

Sep 22 – Sep 23

- Improved onboarding and core user flows, achieving an 84% first-time success rate.
- Streamlined donation experiences, enabling 74% completion within five minutes.
- Conducted qualitative and quantitative research to support patient-centered healthcare platforms.

**Associate UX Designer (Healthcare + Product thinking)**

Spring Computing Technologies Pvt Ltd

Pune, India

Dec 20 – Jan 22

- Contributed to data-driven interface design for scheduling and prescription workflows.
- Strengthened usability and adoption through A/B testing, UX principles, and continuous user feedback.
- Supported compliant, high-fidelity design delivery in close collaboration with engineering teams.

**EDUCATION**

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**The University of Texas at Austin**

(GPA: 4/4)

Master's in Information Studies (Specialization in User Experience Design)

**Vishwakarma Institute of Technology, India**

(GPA: 8.8/10)

Bachelor's in Engineering