Atharva Potnis | Product Designer

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PROFESSIONAL EXPERIENCE

Founding Product Designer (AI + Gen AI + ML) San Francisco, USA
Obviously AI Oct 24 – Oct 25

- 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 prototypes for generative AI features, accelerating iteration cycles by ~30%.
- Collaborated with cross-functional teams to launch 10+ AI features on schedule.

Senior Product Designer (Contract) (AI + Gen AI) Remote, USA
Carolina's Psychiatric Institute Jan 24 – Oct 24

- Conducted user feedback, market research, and data analyses to inform UI & platform decisions.
- Designed an AI-powered platform optimizing doctor access to patient data, improving workflow efficiency.
- Produced high-fidelity prototypes, raising iteration speed by ~15% and satisfaction by ~20%.
- Led agile sprints & cross-functional collaboration for end-to-end SaaS delivery.

Senior UX Designer (Contract) (FinTech + E-Commerce + AI) Remote, USA
Surplus Sep 23 – Jan 24

- Owned full-cycle UI/web design for mobile app, boosting engagement by ~20%.
- Created prototypes & ran usability tests with multivariate validation.
- Partnered with developers on front-end implementation & API integration for seamless UX.

UX Designer (Contract) (Mobile + Web + UX Research) Remote, USA
WiTT Sep 22 – Sep 23

- Led research & testing to design compassionate platforms for cancer patients.
- Optimized onboarding using predictive analytics, achieving 84% first-time success rate.
- Enabled 74% donation completion within 5 minutes via UX simplification.

Associate UX Designer (Healthcare + Product thinking) Pune, India
Spring Computing Technologies Pvt Ltd Dec 20 – Jan 22

- Designed data-driven UI for scheduling & prescription systems.
- 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 **(GPA: 4/4)**
Master's in Information Studies (Specialization in User Experience Design)

Vishwakarma Institute of Technology, India
Bachelor's in Engineering **(GPA: 8.8/10)**

KEYWORDS & SKILLS

Product Design, UI/UX Design, Interaction Design, Information Architecture, User-Centered Design, Rapid Prototyping, Wireframing, Usability Testing, Visual Design, Data Visualization, Design Systems, HCI, SaaS Design, Web Design, Market Research, User Feedback, Multivariate Testing, Figma, Adobe XD, Sketch, InVision, Protopie, Illustrator, Photoshop, InDesign, Miro, Spark, HTML, CSS, R, Excel, Google Analytics, Data Storytelling, Statistical Analysis, Visual Design, UX Design, UI Engineering, Attention to Detail, Communication Skills, Team Player, Verbal Communication