

UJJWAL TANDON

Bengaluru, Karnataka, India | +91 99450 88702 | ujjwaltandon50@gmail.com | ujjwaltandon.com | linkedin.com/in/ujjwal-tandon-b70115196

PROFESSIONAL SUMMARY

Product Designer with 4+ years of experience designing digital products across fintech, AI, and B2B SaaS. Owns the end-to-end design process from discovery and research through user flows, wireframes, interactive prototypes, and production-ready high-fidelity UI. Specialises in simplifying complex, data-dense workflows into intuitive experiences across mobile and web. Advanced proficiency in Figma and design systems, with hands-on front-end and AI-assisted prototyping ability that shortens the path from concept to working product. Shipped work has driven a 20% activation lift, 50% churn reduction, 40% operational efficiency gain, and 46,000+ enrolments.

CORE COMPETENCIES

Product Design | UX Design | UI Design | Visual Design | Interaction Design | Design Systems | Component Libraries | Wireframing | Interactive Prototyping | Information Architecture | User Flows | High-Fidelity UI | Responsive Design | Mobile & Web Product Design | User Research | Usability Testing | A/B Testing | Accessibility (WCAG) | Typography & Layout | Data Visualization | Design Engineering | AI-Assisted Workflows | 0-to-1 Product Building | Agile Product Development | Cross-Functional Collaboration | Stakeholder Management

PROFESSIONAL EXPERIENCE

THENCE DIGITAL

Product Designer | Aug 2025 - Present | Bengaluru, India

- Owned end-to-end design for a large-scale retail investing and trading platform across mobile and web, from discovery through user flows, wireframes, interactive prototypes, and production-ready high-fidelity UI.
- Simplified complex financial workflows including investing, portfolio analytics, corporate actions, share pledging, and IPO applications into intuitive flows that stay approachable for first-time users and efficient for experienced ones.
- Built and maintained reusable UI components and design patterns in the product design system, keeping interaction and visual language consistent across mobile and web as the product scaled.
- Designed data visualisation systems including performance charts, benchmark comparisons, and a four-pillar portfolio scoring module, making dense data scannable on small screens.
- Conducted competitive analysis across 15+ Indian and global platforms and built a five-persona framework, translating findings into information architecture and personalisation decisions.
- Collaborated with Product Managers and Engineers across a seven-month engagement, specifying interaction detail at handoff and reviewing builds for implementation accuracy.
- Used AI-assisted tooling (Claude Code, Figma MCP) to prototype and automate repetitive design and handoff workflows.
- Client names withheld under confidentiality agreements.

SCOUT

Founding Designer | Sep 2025 - Present | Remote

- Founding designer on an AI-powered B2B SaaS onboarding and adoption platform, working directly with the founder to take the product from ambiguous problem definition to shipped interface.
- Established design system foundations from zero, defining reusable components, interaction patterns, typography, and visual language for consistency and scale.
- Designed a modular drag-and-drop onboarding canvas using conditions, custom modules, nudges, and integrations, validated with interactive prototypes before engineering commitment.
- Designed and built the responsive product marketing site end to end in Framer.

INVACT

Product Designer | Apr 2023 - Aug 2025 | Bengaluru, India

- Improved product usability by 30% and reduced user churn by 50% by redesigning navigation, information architecture, and accessibility, grounded in 50+ user interviews and usability testing.
- Increased user activation by 20% within three months by iterating on onboarding flows using user feedback, behavioural analysis, and product data.
- Designed Bubbles, a WhatsApp-native CRM for sales teams, covering lead assignment, tagging, follow-up reminders, and manager dashboards; research included agent interviews, journey mapping, and moderated usability testing.
- Designed and shipped four responsive landing pages driving 46,000+ enrolments, doubling email subscriptions and lifting CTR by 60%, validated through A/B testing.
- Reduced lead conversion time from 5 days to 3.5 hours and acquisition cost by approximately 30% through lead fingerprinting, improved attribution, and workflow automation; redesigned the internal evaluation platform for a 40% efficiency gain.

SELF-EMPLOYED

Freelance Product & Graphic Designer | 2021 - 2023 | Remote

- Designed websites, branding systems, digital products, and NFT collections for early-stage startups and Web3 clients; 3x competition winner, 800+ generated variants, approximately 120 ETH volume.

SELECTED PROJECTS

TIPPAWA

Designer & Developer | Personal Project | 2025

- Designed and built a responsive, mobile-first WhatsApp media archiving tool solo, including a paginated gallery and lightbox carrying sender, timestamp, and group context.
- Framed requirements using How Might We and Jobs To Be Done; built on Node.js and Vercel.

SKILLS

Design: Product Design, UX Design, UI Design, Visual Design, Interaction Design, Typography, Spacing and Layout, Visual Hierarchy, Iconography, Motion and Micro-Interactions, Data Visualization, Accessibility (WCAG), Inclusive Design

Design Systems: Design Systems, Component Libraries, Reusable UI Components, Auto Layout, Design Tokens, Design Patterns, Style Guides, Design Documentation

Product: Information Architecture, User Flows, Wireframing, Interactive Prototyping, High-Fidelity UI, Responsive Design, Mobile and Web Product Design, Onboarding Optimisation, Product Strategy, 0-to-1 Product Building

Research: User Interviews, Usability Testing, A/B Testing, Personas, Journey Mapping, Competitive Analysis, Behavioural Analysis, Jobs To Be Done, How Might We

Technical: HTML, CSS, JavaScript, React, Git, Framer (production), Coded Prototyping, AI-Assisted Development (Claude Code, Cursor, Figma MCP), Workflow Automation, Google Apps Script

Tools: Figma, FigJam, Framer, Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro), Jira, Linear, Notion, Amplitude, Hotjar, GitHub, Claude, Cursor

EDUCATION

Product Design Fellowship - 10k Designers (UX research, interaction design, prototyping, visual design, design systems)

Bachelor of Technology, Computer Science & Engineering - Nitte Meenakshi Institute of Technology (NMIT), Bengaluru