

# ASHOK BIWAL

## Senior Product Designer | Enterprise B2B SaaS & GenAI Products

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### PROFESSIONAL SUMMARY

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Senior Product Designer and IIT Guwahati alumnus with 5+ years of experience designing scalable enterprise B2B SaaS platforms and GenAI-driven digital products. Proven track record of delivering 11+ enterprise products (6 shipped to production within 24 months), architecting company-wide Figma design systems that reduced engineering handoff turnaround by 30%, and driving a 70% surge in platform adoption. Bridges user needs with clear business metrics through rapid prototyping, structured usability testing, and cross-functional alignment across product and engineering teams.

### CORE SKILLS

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- **Product & Interaction Design:** Information Architecture (IA), Wireframing, Rapid Prototyping, Usability Testing, Heuristic Evaluation, User Flows, Journey Mapping, Persona Development, Responsive Design, A/B Testing
- **Design Systems & Scalability:** Design Systems Architecture, Component Libraries, Design Tokens, Atomic Design, Style Guides, Developer Handoff, Design QA
- **AI & Modern UX:** Generative AI (GenAI) Interfaces, AI UX, Human-AI Interaction, Prompt Workflows, Claude Code, AI-Assisted Rapid Prototyping
- **Accessibility & Strategy:** WCAG 2.2 Compliance & Audits, Form & Error Validation, UX Strategy, Product Strategy, Stakeholder Alignment, Agile UX, Scrum
- **Tools & Software:** Figma, FigJam, Miro, Jira, Confluence, Claude
- **Domain Expertise:** Enterprise B2B SaaS, Procurement Engines, Learning Management Systems (LMS), CRM Workflows, Event Management, Mobile Applications

### PROFESSIONAL EXPERIENCE

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#### Senior UI/UX Designer | Marcus Evans Group

Mumbai, India (Remote/Hybrid) | Apr 2023 – May 2026

- Directed end-to-end UX/UI design across 11+ enterprise B2B products (procurement, LMS, CRM integrations, and event platforms), achieving 95% mobile adoption via a mobile-first responsive framework.
- Delivered 6 enterprise SaaS products to production within 24 months, managing full lifecycles from initial discovery and user research to wireframes, interactive prototypes, and production handoff.
- Drove a 70% increase in LMS platform adoption by restructuring Information Architecture (IA), persona development, and streamlined onboarding flows.
- Architected and scaled the company-wide Figma design system from scratch across all 11 products, creating modular component libraries and design tokens that cut developer handoff time by 30%.
- Integrated Generative AI workflows and Claude into rapid prototyping cycles, accelerating discovery and concept validation sprints.
- Standardized WCAG 2.2 accessibility guidelines across all core platform flows, ensuring consistent keyboard navigation, contrast compliance, and error handling.
- Conducted 20+ executive design reviews, presenting design rationale, usability metrics, and user feedback directly to C-suite stakeholders to align design with business goals.

#### UX Designer & Design Consultant | Frensei & Independent Design Practice

Pune, Maharashtra | Feb 2021 – Apr 2023

- Managed end-to-end product design for the Frensei mobile application as sole designer, taking the product from initial discovery and research to production-ready design handoff.
- Built and shipped a comprehensive mobile UI design system from scratch—including reusable components, typography hierarchies, and interaction states—in close collaboration with founding engineers.

- Synthesized qualitative user research into clear journey maps and task flows, validating concepts through rapid prototyping to reduce design revision cycles.
- Executed independent UX consulting projects for diverse clients, improving product usability, restructuring navigation hierarchies, and establishing clean interface design standards.

### **Senior Experience Designer | Infosys Limited**

*Bangalore, India | Aug 2019 – Feb 2021*

- Executed enterprise UX/UI design across large-scale digital transformation engagements for global enterprise clients.
- Produced core UX frameworks—including user journeys, process flows, wireframes, and design specs—to modernize complex legacy systems into intuitive web applications.
- Partnered directly with client stakeholders and engineering teams to validate technical feasibility, define interaction logic, and meet delivery milestones.
- Managed design delivery across multiple concurrent client accounts, maintaining consistent visual quality and usability standards across all releases.

### **FEATURED CASE STUDIES**

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#### **MEConnects: B2B SaaS Procurement Platform**

- Designed end-to-end UX/UI for an enterprise multi-party procurement platform spanning supplier discovery, approval hierarchies, and order fulfillment.
- Reduced stakeholder workflow approval turnaround by 40% through role-based interaction design and streamlined task flows across buyers, approvers, and vendors.

#### **Online Delegate Registration Platform**

- Delivered end-to-end UX/UI for an enterprise event and registration platform serving client attendees and high-volume internal administrative coordinators.
- Conducted pre-development usability testing and heuristic audits, identifying and resolving critical navigation bottlenecks early in sprint cycles.

### **EDUCATION & CERTIFICATIONS**

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- **Bachelor of Design (B.Des) in Product & Industrial Design** – Indian Institute of Technology (IIT) Guwahati (2015 – 2019)
- **Enterprise Design Thinking Practitioner** – IBM