Ankit Pareek

Lead UX Designer

Bengaluru, India • +91 97842 11839 • agooddesigner.ig@gmail.com
Portfolio: agooddesigner.in • LinkedIn: linkedin.com/in/agooddesigner • Behance: behance.net/a_chakram

PROFESSIONAL SUMMARY

Lead UX Designer with 7+ years designing complex B2B SaaS, enterprise, and consumer products. Leads end-to-end product design, from user research and discovery to high-fidelity delivery, pairing systems-level thinking with measurable outcomes. Built and governed design systems for enterprise platforms, and designed a consumer lending app from zero as its only designer. Known for turning ambiguous, workflow-heavy problems into clear, scalable systems.

SKILLS

Design: UX Strategy, Product Design, Wireframing, Prototyping, Interaction Design, Information Architecture, Visual Design

Systems & Craft: Design Systems, Design Tokens, Component Libraries, Accessibility (WCAG), Cross-Platform Consistency

Research & Leadership: User Research, Usability Testing, Cross-Functional Leadership, Stakeholder Management, Mentoring, Design Ops

Tools: Figma, FigJam, Webflow, Adobe Creative Cloud, Notion, AI-Augmented Design (Figma AI)

WORK EXPERIENCE

Lead UX Designer

Searce Inc | Bengaluru, India | Jul 2026 – Present

Promoted from Senior UX Designer (Jul 2024 – Jun 2026)

- Lead end-to-end product design for enterprise B2B SaaS platforms used by global teams, from user research and discovery through high-fidelity delivery and design specifications.
- Redesigned core navigation and hiring workflows for an enterprise HRMS. Shipped alongside a backend re-architecture and recruiter training, the release cut employee task completion time by ~40%.
- Built and governed a scalable design system (reusable components, design tokens, and patterns), ensuring cross-platform consistency and accessibility (WCAG) across multiple products.
- Partner with product, engineering, and business stakeholders to influence roadmap priorities and resolve trade-offs with data-driven decisions and clear success criteria.
- Serve as the design quality bar: lead design reviews, mentor designers, and integrate AI-augmented workflows (Figma AI) to speed up exploration and delivery.

Senior UI/UX & Motion Designer

Trident Media Works | India | Nov 2022 – Jul 2024

- Led end-to-end product design for fintech and interactive platforms, balancing interaction design, motion, and usability to improve engagement and conversion.
- Conducted user research and usability testing to translate business KPIs into user-centred design, delivering wireframes through high-fidelity designs and specifications.
- Owned product design workflows across multiple initiatives under tight timelines, keeping visual consistency and a clear design-to-development handoff.

Assistant Design Manager

Valueleaf India | Bengaluru, India | Feb 2019 – Nov 2022

- Sole UX/UI designer for a consumer lending app built from zero, reporting to the CEO. Live in five months, then iterated for three years (3M+ installs in year one, driven by performance marketing).
- Restructured onboarding from 27 single-question screens to ~10 by collecting shared applicant data once and deferring lender-specific documents until after an offer. 74% of applicants completed the application after the redesign, with ~20% fewer drop-offs.
- Proposed and designed a 10-surface in-app ecosystem (cash rewards, marketplace, trading, health, games and more) in place of a single rotating ad banner; all surfaces shipped.

- Managed design delivery across fintech, healthcare, and edtech products; mentored junior designers and raised design consistency and execution quality.
- Facilitated stakeholder workshops and design sprints, and introduced design ops practices (QA, handoff, feedback loops) that improved delivery timelines.

Customer Service Executive

Concentrix | India | Apr 2018 – Feb 2019

- Resolved real-world product issues at scale, building empathy for user behaviour and system friction later applied directly to UX problem framing.

Part-Time Instructor

Scope Computers | India | Jan 2015 – Mar 2018

- Taught complex tools and workflows to non-technical learners as clear, learnable systems.

SELECTED PROJECTS

- **Enterprise HRMS (Searce):** Redesigned navigation and core hiring workflows; introduced a unified Resume Bank, resume-match insights, and role-adaptive dashboards. Shipped with a backend re-architecture and recruiter training: ~40% faster task completion, 50–70% fewer duplicate candidate records, 60–70% faster shortlisting, and 10+ hours saved per hiring cycle. Case study: agooddesigner.in/case/hrms
- **Consumer lending app (Valueleaf):** Designed from zero as the only designer. Cut onboarding from 27 screens to ~10; 74% application completion after the redesign (an absolute rate, not a lift) and ~20% fewer drop-offs. Case study: agooddesigner.in/case/fundu

EDUCATION

Bachelor of Computer Applications (BCA) — Aishwarya College of Education | 2015 – 2018

DESIGN PHILOSOPHY

Design should reduce friction, not introduce novelty. Focused on clarity, usability, and system-level thinking to build products that scale without UX debt.