Abhishek Paatni

Product Designer

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SUMMARY

Product Designer with 4+ years across 5 startups in AI, B2B SaaS, fintech and healthtech, taking products from 0 to 1 and from 1 to 10: I grew ACEAI CLUB from 0 to 2,300+ activated mentor profiles in 2 months, and lifted ad rates about 2.7x on an established platform at Cryptoventures. Often the founding or first designer, leading project teams of 4 to 7. I own discovery, user research, product strategy, information architecture, interaction design and design systems, and tie each decision to a business outcome. Strongest in complex workflows: onboarding, scheduling, regulated health data and human in the loop AI. I prototype and build with engineers, so what ships matches the design.

SKILLS

Product design: Discovery, user research, usability testing, product strategy, information architecture, complex workflows, interaction design, conversational UX, AI product design (human in the loop), design systems, accessibility (WCAG), design QA

Leadership: Leading project teams of 4 to 7, stakeholder alignment with founders and engineers, mentoring

Tools: Figma, FigJam, Framer, Bubble, Claude Code, Codex, HTML, CSS, JavaScript, React, Git, Vercel

Domains: AI, B2B SaaS, fintech, healthtech · **Languages:** English (professional working proficiency)

EXPERIENCE

Product Designer and Design Engineer, Independent (freelance and contract) · **2021 to 2025**
Remote, for founders in India, the US and the EU

- Led product design and front end delivery of products, MVPs, design systems and websites for founders, often running several engagements in parallel.

Product Designer and No Code Developer, ACEAI CLUB (now Garage Labs) · **2025**
Mentorship marketplace for an AI focused alumni network

- Took a nonfunctional Airtable prototype to a live, responsive platform: profiles, mentor discovery, scheduling and bookings.
- Designed the activation journey (LinkedIn sign in, multi step profile) that turns a sign up into a bookable mentor, growing the platform from 0 to **2,300+ activated mentor profiles in 2 months** (mentors who completed sign up and created a profile).

Lead Product Designer, Cryptoventures · **2024 to 2025**
Fintech: web3 investment platform for Indian retail investors (company since closed)

- Redesigned a legacy, non responsive platform as a responsive product, replacing intrusive ads with native placements and an exit intent flow: the rates advertisers paid rose **about 2.7x** against the legacy site, and session time rose.

In House Builder and Mentor, Era of No Code · **2024 to 2025**
No code education company and builder network

- Picked from the cohort by three mentors to build for founders: **19 projects** (websites, landing pages, MVPs); steered first time founders to shadow test ideas before paying to build them. Later mentored cohort students.

Founding Designer and Builder, Vinyasa · **2024**
Healthtech: mental health product; shipped, and the original MVP was later sold to a US mental health startup

- More than 75% of new users who started the onboarding questionnaire left before finishing it. From therapy transcripts and interviews I replaced it with a 2 to 3 minute voice check in and shipped the first functional MVP in **21 days**.
- Rejected an off platform audio conversion workaround that would have moved health data off the platform, and built the middleware on the platform myself (HIPAA aligned handling for US users).
- Designed and built the practitioner platform (scheduling, notes, conflict detection, double booking prevention) and the Vinyasa Marketplace with licence verified provider onboarding.

Designer, ConvertML · **2021 to 2022**
B2B SaaS: GenAI customer analytics platform

- Sole designer: brand identity (logo, guidelines) and the responsive marketing site, from scratch.

PROJECTS

- **TmAi** (2024, research led test product and interactive prototype): airline concierge subscription: research, business model, pricing tiers and a working conversational prototype.
- **Tanith Intelligence** (2026, competition concept): AI native drone command system. Led product strategy, IA and UX for a team of four: **3rd of 100+ teams**, **5th of 20** in the global jury round of FlytBase x Design Fusion.
- **Independent mobile apps** (2026, testing with beta testers already): designed and built Start Anyway, unfold and Pour end to end. Also conversion audits and redesigns of two live SaaS products, Clacky and SeenPaid.

ACHIEVEMENTS

- Invited speaker at an official Framer workshop at IIT Delhi, teaching 93 attendees; hosted a community meetup at IIT Delhi on Figma semantics and design systems.