

# ANKIT VERMA

UI/UX Designer | Product Designer | Interaction Designer

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## PROFESSIONAL SUMMARY

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AI-augmented UI/UX Designer with 3+ years of experience delivering end-to-end product design for SaaS, Agritech, B2B, and B2C platforms. Skilled in human-centered design (HCD), design systems, rapid prototyping, usability testing, and accessibility (WCAG 2.1). Actively integrates AI-first design workflows using Claude AI, Figma Make, Google Stitch, and Uizard to accelerate ideation, prompt-driven prototyping, and stakeholder decision-making. Experienced in Design Ops, token-based design systems, GenAI product design, and crafting AI UX patterns for intelligent product experiences. Applies data-informed design and design analytics to drive measurable outcomes. Proven track record: reduced onboarding drop-offs by 42%, boosted user engagement by 35%, and improved conversion rates by 30%. Cross-functional Agile experience delivering impactful UX for Thumbmunkeys, Eureka Forbes, Hero Vida, Meta, and TATA Motors.

## CORE COMPETENCIES & SKILLS

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**Design:** Human-Centered Design (HCD), Design Thinking, User Research (Qualitative & Quantitative), Usability Testing, Wireframing, Rapid Prototyping, User Flows & Journey Mapping, Information Architecture, Interaction Design, Visual Design, UX Writing & Microcopy, Accessibility (WCAG 2.1), Token-Based Design Systems, Design Ops, Mobile-First & Responsive Design, A/B Testing, Agile & Lean UX, Design Sprints, AI UX Patterns, GenAI Product Design, Conversational UI, Design Handoff, Data-Informed Design, Design Analytics

**Tools:** Figma (Design Systems, Auto Layout, Figma Variables, Dev Mode), Adobe XD, Adobe Photoshop, Adobe Illustrator, Sketch, Axure, InVision, Zeplin, Miro, FigJam, Canva, Maze, Jira, Notion, Rhino 3D

**AI Design Tools:** Claude AI (Prompt-Driven Prototyping), Figma Make (AI Prototyping), Google Stitch (Text-to-UI), Uizard (Sketch-to-Wireframe), Maze (AI Usability Testing)

**Soft Skills:** Stakeholder Communication, Cross-functional Collaboration, Design Leadership, Agile Methodology

## WORK EXPERIENCE

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**UI/UX Designer** | Thumbmunkeys, York, United Kingdom

July 2025 – April 2026

### AgDrive — Agritech SaaS Platform

- Led end-to-end UI/UX design for AgDrive across mobile and web, revamping core user experiences and designing scalable dashboard flows for agricultural contractors and farmers.
- Built and continuously evolved a comprehensive token-based design system, delivering complete product journeys from concept through to execution with streamlined design handoff via Figma Dev Mode.
- Leveraged Claude AI and Figma Make to rapidly generate design concepts, interactive prototypes, and AI-first design workflows, reducing concept-to-review cycles by over 50% and accelerating stakeholder decision-making.
- Reduced onboarding drop-offs by 42% through data-informed redesign using design analytics and usability metrics; platform is now active across four continents.

### Agronomist — Unified Agricultural Collaboration Platform

- Designed the end-to-end product experience for a unified platform enabling seamless collaboration between farmers, agronomists, and contractors.
- Centralized data and workflows spanning agronomic planning, task assignment, execution, and record-keeping into a single cohesive user experience.
- Defined user flows, information architecture, wireframes, and a scalable design system from the ground up, incorporating GenAI product design principles and AI UX patterns for intelligent task recommendations.
- Leveraged Claude AI, Google Stitch, and Uizard to accelerate concept generation, wireframing, and prompt-driven prototyping, enabling rapid iteration and faster design reviews with product and engineering stakeholders.

**UI/UX Designer** | Betta Threads (Freelance), Agra, India

Oct 2024 – July 2025

- Designed and iterated on an end-to-end e-commerce platform covering product browsing, cart, and checkout flows using Figma and Agile UX methods.
- Redesigned the subscription user flow, reducing steps by 30% and improving task completion clarity for new users.
- Built a reusable Figma component library and token-based design system ensuring visual consistency across web and mobile, using Figma Make to accelerate prototype creation.

## **UI/UX Designer** | YUJ Designs, Pune, India

July 2022 – Oct 2024

### **Eureka Forbes — Subscription Module**

- Conducted user research and moderated usability testing to identify key pain points in the subscription journey.
- Designed end-to-end user flows for the subscription module, improving feature visibility rates by 40% and customer satisfaction scores by 30%.
- Boosted overall user engagement by 35% through data-informed design improvements driven by design analytics, qualitative research, and quantitative usability metrics.

### **Eureka Forbes — Annual Maintenance Contract (AMC)**

- Defined UX strategy and interaction concepts, driving a 25% increase in customer engagement.
- Conducted in-depth user interviews to surface insights and craft seamless, intuitive user experiences.
- Optimized user flows and improved feature visibility, resulting in a 30% increase in AMC subscription conversions.

### **Hero Vida — Connected Vehicle Application**

- Performed user research to uncover pain points in service booking and vehicle monitoring workflows.
- Crafted streamlined navigation architecture to enhance feature discoverability and simplify maintenance tracking.
- Delivered an intuitive connected vehicle mobile application experience for Hero Vida.

### **Research Team — Meta & TATA Motors**

- Conducted user interviews with 30+ participants to analyze user flows for Facebook Ads, delivering a comprehensive report with actionable design insights for Meta.
- Led user interviews for TATA Motors' driver application, gathering critical data to inform design decisions and functionality improvements.

## **Architect** | Studio Symbiosis, Noida, India

Oct 2018 – July 2020

- Developed architectural plans and managed cross-functional project coordination, building foundational skills in spatial design thinking and stakeholder communication.

## **INTERNSHIP EXPERIENCE**

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### **UX Design Intern** | William O'Neil, Bangalore, India

June 2021 – July 2021

- Conducted usability testing sessions and translated findings into actionable UX improvement recommendations.
- Developed design systems and style guides to ensure visual and interaction consistency across the product.

### **Architect Intern** | Lichtvision Design, Berlin, Germany

Feb 2017 – July 2017

- Created detailed architectural drawings and 3D models; coordinated cross-disciplinary design integration.

## **EDUCATION**

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### **Master of Design — Human Centered Design (HCD)**

Srishti Manipal Institute of Art, Design and Technology | Sept 2020 – May 2022

### **Bachelor of Architecture (B.Arch)**

School of Planning and Architecture, Bhopal | June 2013 – May 2018

## CERTIFICATIONS

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### **IxDF — Interaction Design Foundation**

- UX Management: Strategy and Tactics
- UI Design Patterns for Successful Software
- User Experience: The Beginner's Guide
- Mobile User Experience (UX) Design

### **Google UX Design Certificate**

- Build Wireframes and Low-Fidelity Prototypes
- Foundations of User Experience Design