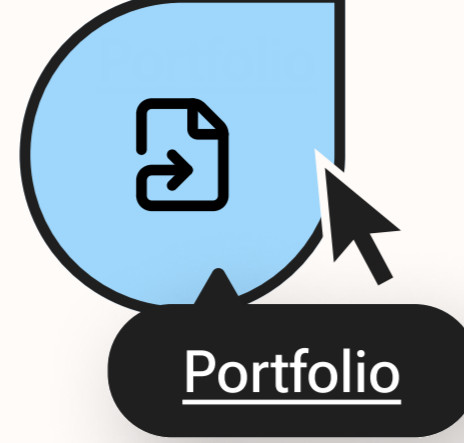




Ujjwal Verma

AI-first UX / Product Designer



Achievements

- 01 Top Impactor
- 06 Excellence Awards
- 01 Won Design Hackathon
- 01 Designed award-winning website

Core

- AI + LLM UX (RAG, decision systems, AI workflows)
- Product Thinking & System Design
- Complex Problem Simplification
- Design Systems & Scalable UX
- Data-driven UX & Experimentation
- Cross-functional Leadership

Tools & Technologies

- Figma
- Design Systems
- Prototyping
- LLM Workflows
- RAG Systems
- HTML & CSS
- Photoshop
- Illustrator

Education

- Shivaji College - University of Delhi
Bachelor of Arts

Certifications

- Master Digital Product Design
UX Research & UI Design
Udemy, 2022

Contact

- Portfolio: ujjwalverma.com
- Contact: +91-7042220210
- Email: hello@ujjwalverma.com
- Gurugram, Haryana, India

AI-first UX Designer with 10+ years of experience designing decision-driven systems, AI workflows, and scalable SaaS platforms. Specialized in simplifying complex systems into intuitive user experiences that improve accuracy, efficiency, and trust.

Strong track record across healthcare, AI platforms, and enterprise systems, with a focus on product thinking, system design, and human-centered innovation.

Vibe Projects

Notesby (AI SaaS)

- Designed an AI-first note-taking system using LLMs + RAG to convert unstructured input into contextual, searchable knowledge
- Reimagined note-taking as a personal intelligence system, improving clarity and retrieval speed

Chef (Meal Management Platform)

Built a corporate meal optimization platform using predictive insights to reduce waste and improve planning efficiency

Snflwr (Emotional UX Platform)

Designed a private communication platform for couples, enabling structured emotional expression and deeper connection
Solved gaps in long-distance relationship communication through intentional interaction design

Experience

Hashedin By Deloitte. | Bangalore, India

UX Designer III **May 2024** PRESENT

- Human-AI Exchange Platform**
 - Led end-to-end UX for an AI agent marketplace, simplifying complex AI evaluation into a decision-focused experience
 - Designed discovery, testing, and confidence scoring flows to improve AI selection and user trust
 - Built recommendation + ranking system (correctness vs consistency) for personalized results
 - Implemented Figma Tokens, improving design consistency and dev handoff
- Industry Acceleration**
 - Drove discovery and system thinking for airline operations with SaaS vision
 - Defined Designer-first, AI-assisted workflow, improving accuracy (~46% → ~97%) and reducing rework
 - Influenced cross-team approach to AI-integrated design workflows
- Pfizer | Clinical Trials Platform**
 - Led redesign of a Clinical Trials Management System (500+ users), improving operational efficiency and usability at scale
 - Contributed to migration from Salesforce to a custom platform, enabling better control, flexibility, and performance

UX Designer II **Jan 2022 - May 2024** · 2 yrs 5 mos

- Designed Pfizer's Risk Study Detection System, reducing development time through a reusable component-based design system and enhancing overall workflow efficiency
- Developed a scalable design system for Pfizer, streamlining future projects and leading to faster design delivery times.
- Created a multi-cloud CFM solution, driving a noticeable improvement in user satisfaction through research-driven personas and prototypes.
- Won a company-wide Design Hackathon, by revamping the Timesheet platform, which led to a considerable reduction in task completion time.

Cobold Digital LLP | Gurgaon, India

Senior Graphic Designer **Oct 2020 - Jan 2022** · 1 yr 4 mos

- Designed over 20 websites and apps across industries like eCommerce, CRM, and gaming, delivering user-friendly and visually engaging solutions.
- Collaborated with developers to build functional digital products using Webflow, improving project delivery times significantly.
- Enhanced client satisfaction through tailored designs that aligned with business goals, leading to a notable increase in client retention.

Addazz Online Pvt. Ltd. | Delhi, India

Senior Graphic Designer **Jun 2017 - Oct 2020** · 3 yrs 5 mos

- Led digital and print design projects for major hospitality clients like Hyatt and Marriott, delivering campaigns on tight deadlines.
- Created visually appealing UI/UX designs, digital creatives, and print materials, which led to a significant boost in engagement across various channels.
- Improved project timelines through better collaboration and effective use of design tools like Adobe Suite and HTML/CSS.

CGB India Pvt. Ltd. | Gurgaon, India

Studio Manager & Graphic Designer **Mar 2017 - Jun 2017** · 4 mos

- Led creative marketing efforts, designing promotional materials such as posters, social media content, and event flyers, resulting in a noticeable increase in studio enrollment.
- Organized and managed studio events, workshops, and performances, driving a significant rise in community engagement and brand visibility.