

# SAMARTH NAYYAR

## UX / Product Designer — Design Systems & AI-Driven Product Experiences

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### SUMMARY

UX/Product Designer with **5+ years** of experience across large enterprises and startups, specializing in **design systems**, **AI-driven product design**, and end-to-end UX from research through prototyping. Track record of building design systems and demos that have supported **\$100M+** in enterprise deals and products reaching **millions of users**.

### EXPERIENCE

#### User Experience Designer / Product Designer | MphasisJul 2024 – Present | Austin, TX

- Built an AI-ready design system from the ground up, adopted company-wide for client pitch demos and contributing to deals worth **\$100M+**
- Designed and prototyped AI-first product demos (Figma, Claude Code, Dyad) for enterprise clients including Wells Fargo, JPMorgan Chase, Morgan Stanley, and Charles Schwab, supporting deals ranging **\$1M–\$10M each**
- Partnered with clients across financial services and logistics (Fiserv, FedEx, Flagstar, Corebridge) to modernize internal-application workflows and reduce operational turnaround time

#### Lead User Experience Designer / Product Designer | Carolinas Psychiatric InstituteJan 2024 – May 2024 | Austin, TX

- Led a team of **4 designers** to design an AI-powered digital doctor platform across multiple personas, informing investor conversations for a product reaching **10,000+ care providers**
- Defined product vision and built a scalable design system balancing near-term launch needs with long-term roadmap goals

#### Lead User Experience Designer / Product Designer | ThinkQ AIMay 2023 – Jul 2023 | Austin, TX

- Led design on a gamified, AI-ready travel app, shaping early product direction and brand positioning across product and social channels
- Partnered with engineering, marketing, and business stakeholders in an agile environment to build a design system translated directly into developer-ready components

#### User Experience Designer / Product Designer | Paytm InsiderJun 2020 – Jul 2022 | Gurugram, India

- Led research and design on new product features that helped grow the platform's user base from **1M to 5M**
- Directed onboarding research for a new digital events platform launch that drew **50,000+ users in its first week** with a **62% return rate**
- Built and maintained cross-platform design libraries used by **250+ designers across 12 teams**, including a new system supporting a launch that onboarded **100,000+ users in one month**

#### User Experience Designer / Product Designer | MakeMyTripDec 2019 – May 2020 | Gurugram, India

- Redesigned the checkout flow for a bus-booking product serving **82M monthly users**, improving checkout speed by **72%** and cutting drop-off by **34%**
- Led visual and UX redesign of the cab-booking product, introducing a new design system to compete with emerging startups

#### User Experience Designer / Product Designer (Intern) | AirtelMay 2019 – Jul 2019 | Gurugram, India

- Redesigned navigation for a merchant app used by **1M+** non-technical users, cutting feature-discovery time by **14%** and reducing support load
- Ran usability research and built wireframes and prototypes optimized for low-power mobile devices

### EDUCATION

#### M.S., Information Systems — UX SpecializationAug 2022 – May 2024

University of Texas at Austin, Austin, TX | GPA: 4.0/4.0 | UXPA Chapter Member

#### B.Tech, Electronics and Communication EngineeringAug 2016 – May 2020

Vellore Institute of Technology, Vellore, India | GPA: 3.6/4.0 | Lead, Google Developer Group (10,000+ students)

### SKILLS

**Design & Research:** User Experience Design, Product Design, Design Systems, User Research, User Interviews, Usability Testing, Design Strategy, WCAG/Accessibility, Prototyping, Animation

**Tools:** Figma, FigJam, Sketch, Adobe Creative Suite, Miro, Mural, Lucid Charts, Claude Code, Claude Design, Dyad, Google Stitch, Microsoft Suite