

GITESH JAIN

Product Designer | Design Systems | B2B, B2C & Consumer SaaS

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PROFESSIONAL SUMMARY

Product Designer with 4.5+ years of experience crafting scalable B2B and consumer digital products across EdTech and SaaS platforms. Founding designer at a Raymond Group-backed education platform, leading end-to-end product design and building a component-based design system adopted across multiple internal teams. Proven track record of translating complex business goals into intuitive, research-backed user experiences — including a 2× growth in daily active users and 30% uplift in lead generation. Skilled in design systems, interaction design, information architecture, usability testing, and cross-functional collaboration with founders, PMs, and engineers. Formally trained in Interaction Design and UX at Pearl Academy, Mumbai.

CORE SKILLS

Product & UX Design: End-to-end product design, interaction design, visual design, information architecture, user flows, wireframing, prototyping, onboarding & activation flows, engagement & retention, 0→1 design

Design Systems: Scalable design systems, component libraries, design tokens, UI guidelines, responsive design, mobile-first, accessibility (WCAG 2.x), reusable UI patterns

User Research & Validation: User interviews, usability testing, UX audits, heuristic evaluation, journey mapping, insight synthesis

B2B & SaaS Design: Dashboards, admin panels, complex workflows, role-based access, educator & enterprise-facing tools, configurable systems

Tools: Figma, FigJam, Zeplin, Adobe XD, Adobe Illustrator, Adobe Creative Suite, ChatGPT / AI-powered design tools

Collaboration & Process: PM & engineering collaboration, Agile/Scrum, design reviews, stakeholder communication, design rationale & storytelling, cross-functional team leadership

Other: HTML, CSS, Digital Product Management (Coursera)

PROFESSIONAL EXPERIENCE

Singhania Education Services Ltd (Raymond Group) | Founding Product Designer *Mumbai, India*
| Jul 2024 – Present

- Leading end-to-end product design for a B2B education SaaS platform — building Singhania Quest+ and QPG (Question Paper Generator) to improve teacher efficiency and student engagement across schools and institutions.
- Established a scalable component library and visual design system adopted across multiple internal teams, enabling faster iteration and consistent UI across the platform.
- Conducted user research and usability studies to improve onboarding and dashboard usability for educators, directly informing design decisions and product roadmap.
- Defined and owned the full design lifecycle: discovery, information architecture, wireframing, high-fidelity UI, prototyping, and iterative testing — working closely with founders, PMs, and engineers to ship impactful features.
- Translated complex academic and institutional requirements into intuitive, modular experiences for both teacher-facing and student-facing interfaces.

uFaber Edutech Pvt. Ltd | UI/UX Designer

Mumbai, India | Oct 2022 – Dec 2023

- Led product design for The Fluent Life and UPSC Pathshala — driving a 2× growth in daily active users (DAU) in core communication and learning features.
- Designed and shipped high-performing responsive dashboards, mobile app screens, and marketing landing pages — boosting lead generation by 30%.
- Redesigned onboarding and course flows, improving user retention and demo-to-conversion rates through research-backed iterative design.

- Mentored a junior designer and contributed to a new design system ensuring product-wide visual consistency across multiple product lines.
- Collaborated closely with PMs, developers, and marketing teams to align business KPIs with UX goals, translating insights into design specifications for seamless engineering handoff.

Webitlab | UI/UX Designer

Remote | Feb 2022 – May 2022

- Designed and shipped responsive B2B dashboards and application experiences for multiple client projects.
- Conducted user interviews and usability tests to validate design decisions and improve product usability.
- Created interactive prototypes and developer-ready assets to accelerate delivery timelines.

Enrage Tech | UI/UX Design Intern

Jalandhar, India | Jul 2020 – Mar 2021

- Supported mobile application design and enhanced product usability through iterative design improvements.
- Improved interface clarity and visual coherence across early-stage prototypes in collaboration with the product team.

Newsbriefs | Communication Design Intern

Remote | Jan 2021 – Feb 2021

- Designed product screens and visual assets to enhance app usability and storytelling quality.
- Collaborated with cross-functional teams to refine user flows and improve communication effectiveness.

KEY PROJECTS

Singhania Quest+ & QPG — B2B Education Platform

- Designed a 0→1 question paper generation tool and personalised learning platform for schools — establishing the full design system, educator-facing dashboard, and student-facing flows from scratch.

The Fluent Life — Learning & Communication App

- Redesigned core communication and learning features for a consumer EdTech app, contributing to a 2× DAU growth within months of launch.

Responsive B2B Dashboards — Webitlab Client Projects

- Designed and prototyped multiple responsive B2B dashboard experiences with validated user research and developer-ready deliverables.

Multi-Provider Cab Booking Workflow

- Designed a real-time multi-provider workflow that simplified comparison and booking under high-demand scenarios — applying progressive disclosure and clear system logic to reduce decision fatigue.

EDUCATION

Pearl Academy, Mumbai *Advanced Diploma in Communication Design (Interaction Design / UX) | Jul 2017 – May 2020*

Indira Gandhi National Open University

Bachelor of Arts | Jul 2017 – Mar 2021

Real World Design Program

Mentored by Anudeep Ayyagari (Top 1% Designer)

- Completed intensive, real-world-focused design program sharpening design thinking, usability heuristics, and storytelling through feedback-driven projects and hands-on mentorship.
- Gained mentorship on navigating complex enterprise product challenges with clarity, confidence, and deep user empathy.

ACHIEVEMENTS & CERTIFICATIONS

Winner — L&T Design Hackathon (2022)

- Won an inter-college design hackathon organised by L&T, held at L&T Powai, Mumbai — competing against designers from across institutions on a real-world design brief.

Certifications

- Digital Product Management — Coursera