

# Abhishek Raj

Senior Product Designer | Enterprise UX | SaaS | Fintech | AI-driven Product Experiences

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## Professional Summary

Senior Product Designer with 7+ years of experience across fintech, enterprise SaaS, ecommerce, SME finance, and edtech products. Strong expertise in workflow design, information architecture, design systems, UX strategy, interaction design, AI-assisted prototyping, AI-powered workflows, user research, and cross-functional collaboration. Experienced in building 0-to-1 products, simplifying complex systems, and driving intuitive, product-led user experiences.

## My AI Workflow

I build faster by bringing AI into my workflow right from the inception stage. Tools like ChatGPT and Gemini help me with ideation, market research, and exploring different solution directions.

I also use AI to go through large amounts of reports, user interviews, and research inputs, which helps me identify patterns faster and make usability testing more focused.

For execution, I use Figma MCP and Copilot to create faster prototypes and improve the design-to-development process. This helps the product, design, and development triad work more closely and move faster towards solving a problem statement.

## Core Skills & Keywords

Enterprise UX • SaaS Platforms • Workflow Design • Design Systems • User Experience Design • Interaction Design • Information Architecture • Product Strategy • User Research • UX Writing • Wireframing • Prototyping • Cross-functional Collaboration • Stakeholder Management • Leadership • Mentorship • Fintech UX • B2B SaaS • Mobile App Design • Responsive Design • Product-led Growth • AI Prototyping • AI-powered Workflows • Generative AI

## Tools

Figma • FigJam • Framer • Jira • Confluence • Notion • Miro • AI-assisted Prototyping • Design Systems • Documentation Systems

## Experience

### J PMorgan - Senior Design Associate (AVP) | Present

- Designed SaaS-style enterprise onboarding systems for companies joining J PMorgan Workplace Solutions.
- Built end-to-end task lifecycle frameworks including ownership, dependencies, visibility, workflow states, and operational logic.
- Designed profile, documentation, and account journeys aligned with compliance-heavy operational requirements and enterprise workflows.
- Collaborated closely with product, engineering, business, and leadership stakeholders across multiple teams.

- Introduced and scaled the AI-led workflow across the design team, helping standardize design system usage through MCP and improving overall speed, consistency, and efficiency.
- Won the J PMorgan Hackathon by redesigning advisor prospecting workflows and improving engagement visibility.

#### **Cuemath - Senior Product Designer | Feb 2023 - Aug 2024**

- Built a 0-to-1 digital admissions platform replacing RM-led admissions with a product-led onboarding journey.
- Improved referral and retention flows, reducing friction and strengthening product-led growth loops.
- Worked cross-functionally with engineering, product, and business teams to streamline enrollment experiences.

#### **Razorpay - Senior Product Designer | Sep 2022 - Feb 2023 (Contract)**

- Bulk Payouts on Mobile: Made it easy for businesses to make many payments at once from their phones.
- Vendor Payments: Built a mobile feature for small business owners to pay suppliers on the go, creating a differentiated mobile-first experience and doubling payment usage.
- Money Movements: Reworked the app to surface urgent actions in one place so busy business owners could save time and use the product more often.
- Bulk Payouts: Improved the approval flow so businesses could review and approve multiple payments at once.

#### **Udaan - Product Designer II | June 2021 - Aug 2022**

- Led product design initiatives for the food category including homepage strategy, vendor research, and workflow improvements.
- Scaled the design system across teams with accessibility improvements and measurable component adoption frameworks.
- Designed GTM touchpoints across app surfaces, WhatsApp campaigns, and ecommerce journeys.

#### **smallcase gateway - Founding Product Designer | May 2019 - Dec 2020**

- Created design system for the product smallcase Gateway.
- Created product touchpoints as first entry points at strategic places, merchant landing pages, and single/multi-stock gateway flows for merchant sites.

#### **smallcase - Founding Visual Designer | Dec 2018 - May 2019**

- Created visual guides and illustration guides for the org.
- Created email templates and component guides; led a 2-person visual team across illustrations, iconography, voice, and tone.

## **Education**

**VIT Vellore - Information Technology major with Human Computer Interaction minor**

## **Certifications**

Product Development Accessibility (Feb 2025)

Introduction to Digital Accessibility (Mar 2025)

2024 IPB Cross Border Fundamentals (Mar 2025)