

# SAHANA BS

Product Designer · UI/UX

*Designing data-informed, conversion-led experiences - from zero-to-one to at-scale | Consumer AI Design*  
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## IMPACT HIGHLIGHTS

- Drove a 30% CTR uplift for a prop-tech platform by owning the end-to-end redesign of the primary booking CTA - from research through to pixel-perfect delivery.
- Defined and executed a UX strategy for a fin-crime SaaS product that increased user activity by 400%, anchoring decisions to product metrics from day one.
- Increased client satisfaction by 15% at a B2B SaaS company, validated through 12+ positive client testimonials - achieved within first year of role.
- Scaled web traffic from under 1,000 to over 5,000+ monthly visits by leading a full website redesign in partnership with marketing and product teams.

## EXPERIENCE

### Product Designer | Purdy & Figg | Dec 2025 - Present

- Own the design process for a high-velocity experimentation programme - running A/B tests end-to-end, from hypothesis framing and wireframing through to live rollout and iteration.
- Synthesise heatmap data, session recordings, and quantitative analytics to diagnose conversion friction and drive test prioritisation decisions in collaboration with product and growth teams.
- Lead usability research sessions and translate findings into actionable design improvements, reducing guesswork in the experimentation pipeline.
- Operate as the sole design voice in cross-functional test reviews, advocating for user-centred decisions while balancing speed-to-ship and business impact.

### Product Designer | Blox.xyz | Sep 2024 - Dec 2025

- Owned the zero-to-one redesign of the core platform experience - driving a 30% increase in CTR and more than 2x growth in user sign-ups and session time post-launch.
- Defined design direction independently, translating ambiguous product goals into structured UX flows, prototypes, and final high-fidelity handoffs to engineering.
- Partnered closely with product and engineering leads to ensure design decisions were tied to measurable user and business outcomes throughout the build cycle.

### Product & UX Designer | Facctum IT Solutions | Aug 2023 - Sep 2024

- Led the redesign of a B2B SaaS platform used by financial compliance teams, improving design language consistency by 90% and contributing to a 15% uplift in client satisfaction scores.
- Directed the company website overhaul - owned SEO-aligned information architecture and visual design, scaling monthly traffic from <1,000 to 5,000+ visits.
- Conducted end-to-end user research cycles (interviews, audits, synthesis) to surface and resolve core UX issues, directly informing product prioritisation.
- Drove every stage of feature delivery - from concept and UX flows to pixel-perfect execution and engineering handoff - working across both product and marketing verticals.

### UI/UX Design Intern | Universal Electronics | Jun 2023 - Jul 2023

- Contributed to interface design for AI-integrated thermostat controls, incorporating feedback from 50+ users to align design output with business goals.

### UI/UX Design Intern | Cumulations Technologies | Dec 2022 - May 2023

- Established the foundational design system for a scaling product, enabling the team to move faster while maintaining visual and functional consistency.
- Ran iterative UX audits and implemented improvements based on user feedback, building a culture of evidence-driven design within the team.

## AI DESIGN PRACTICE

- Designed end-to-end product experiences for AI-native tools - including Nexs and a job-matching platform - owning the full interaction model from blank canvas to shipped product.
- Built and iterated on AI-assisted design workflows using Figma MCP and Claude-to-Figma integrations, cutting exploration-to-wireframe time significantly without sacrificing design quality.
- Use Cursor and AI code tools as part of the design process to prototype interactions and validate feasibility directly with engineers, reducing back-and-forth in handoff.
- Apply AI to user research workflows - synthesising interview transcripts, clustering feedback, and surfacing patterns faster - so more time goes into decision-making, not data wrangling.
- Actively shaping a point of view on how AI changes the designer's role: not as a replacement for judgment, but as a multiplier on speed, depth, and scope of work.

## SKILLS & TOOLS

**Design & Research:** Product Design, UX/UI, End-to-End User Research, Usability Testing, A/B Testing, Heatmap & Analytics Analysis, Conversion Optimisation, Design Systems

**Tools:** Figma, Figma MCP, Token Studio, HTML, CSS (SCSS), Framer, Ant Design Framework, Cursor

**AI Workflows:** Claude-to-Figma, AI-assisted Research Synthesis, AI Prototyping, AI Tool Design (Nexs, Job Matching)

**Methods:** Product Psychology, Concept Mapping, Metric-Driven Design, Cross-functional Collaboration, Pixel-perfect Handoff

## EDUCATION

**B.Design** · PES University · 2020 - 2024 · CGPA: 8.9/10

**Coursework:** Growth.design Product Psychology · Ultimate Guide to Product Design