



# Hitesh Kumawat

Product Designer

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## PROFESSIONAL SUMMARY

Senior Product Designer with **12+ years of experience designing complex B2B and SaaS platforms, including enterprise admin consoles, CIAM/authentication systems, and AI-driven products.** Proven ability to own end-to-end user experience—from **discovery research and usability testing through interaction design, design systems, and high-fidelity execution**—in fast-moving, iterative product environments.

Known for **simplifying complex systems**, championing **user-centered and accessible (WCAG-aligned) design**, and collaborating closely with **product managers, engineers, and cross-functional partners** to deliver intuitive, scalable solutions that improve **usability, adoption, and customer outcomes.**

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## EXPERIENCES

### GrackerAI (WHITEACE PRIVATE LIMITED)

1 year 11 months

Senior Product Designer

May 2024 - Present

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### LoginRadius

6 years 4 months

Product Designer

Jan 2021 - Jan 2024

Frontend Developer

Sep 2017 - Jan 2021

*Promoted internally from Frontend Developer to Product Designer based on product ownership and UX leadership.*

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### Diceinfocom

4 years 8 months

Web Developer

Jan 2013 - Sep 2017

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### UWS Inc

1 year 4 months

Web Developer

Sep 2011 - Jan 2013

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## SKILLS

### Product & UX Design

- End-to-End Product Design (Discovery → Delivery)
- UX Strategy, User Research & Usability Testing
- Information Architecture & Interaction Design
- Inclusive & Accessible Design (WCAG-aligned, usability-focused)
- Design Systems at Scale & Consistent Interaction Patterns

### Design-to-Engineering Collaboration

- Design-to-Engineering Handoff & Implementation Support
- Cross-Functional Collaboration with Product, Engineering & Security Teams
- Translating Complex Technical Systems into User-Friendly Experiences

### Platforms & Domains

- B2B SaaS Platforms & Enterprise Admin Consoles
- CIAM & Authentication UX (SSO, OAuth, Identity & Access Management)
- AI & Data-Driven Product Experiences

### Tools & Frontend

- Figma (Advanced), Prototyping & High-Fidelity UI Execution
- HTML, CSS, JavaScript
- React-based Design Collaboration
- Frontend Frameworks: Astro.js, Next.js
- CSS Frameworks: Tailwind CSS, Ant Design, Bootstrap, shadcn/ui, Bulma, Semantic UI

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## PROJECTS

### GrackerAI

*Role: Product Designer | Frontend Contributor*

- Led **end-to-end product design and frontend execution** for an AI-driven SaaS platform, translating complex **AI models and SEO** logic into intuitive, actionable dashboards using **Next.js**.
- Structured raw AI outputs into **clear, insight-driven workflows**, improving **decision-making speed and feature adoption** for marketing and growth teams.
- Designed **scalable information architecture and interaction patterns** that reduced cognitive load and helped users quickly understand AI-generated recommendations.
- Partnered closely with product, engineering, and SEO stakeholders to align **UX decisions with data accuracy, performance, and real-world user workflows**.

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### LogicBalls

*Role: Senior Product Designer | Frontend Contributor*

- Built an **AI-driven tools platform from scratch**, owning **UX architecture, UI design systems, and frontend implementation using Next.js and Express.js**.
- Designed **scalable interaction patterns and reusable components** to support rapid feature expansion without degrading usability or consistency.

- Translated complex AI outputs into **clear, actionable user experiences**, improving **feature discoverability and engagement**.
  - Established **design system foundations** that enabled faster iteration and alignment between design and engineering teams.
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## Kveeky

*Role: Senior Product Designer | Frontend Contributor*

- Led the 0→1 **product design** for an AI voice generation platform, defining user experience across marketing, onboarding, and dashboard workflows.
  - Designed and developed the **frontend marketing experience using Astro**, focused on performance, clarity, and user acquisition.
  - Built the **dashboard UI in Next.js**, translating complex AI voice generation workflows into intuitive and scalable experiences.
  - Created **onboarding flows and interaction patterns** to improve usability and reduce friction for first-time users.
  - Worked across **product strategy, UX design, and frontend implementation**, enabling rapid iteration and strong design-to-development consistency.
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## LoginRadius

*Role: Senior Product Designer | Frontend Contributor*

- Owned **end-to-end product design** across **user research, UX strategy, interaction design, and high-fidelity UI (Figma)** for both the **marketing site and enterprise admin console**.
  - Designed and simplified complex **CIAM workflows** including **Orchestration, Hosted Pages, SSO, and identity management**, improving **usability for developers and enterprise administrators**.
  - Led UX for **authentication and identity flows** used by global B2B customers, reducing **configuration friction and improving onboarding efficiency and feature adoption**.
  - Standardized **information architecture, interaction patterns, and design system components**, **partnering with product, engineering, and security teams to deliver scalable, secure, and production-ready platform experiences**.
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## Dice Infocom

*Role: Web Developer*

- Led **end-to-end website and web application delivery** from requirements gathering to launch, working directly with clients to define **scope, timelines, and technical solutions**.
- Built and customized **CMS-driven platforms using Drupal, WordPress, and Magento**, delivering **scalable, maintainable solutions** across multiple business domains.
- Designed and implemented **responsive UI and frontend experiences**, improving **usability, performance, and content manageability** for non-technical stakeholders.

- Collaborated closely with **designers, backend developers, and clients** to translate business requirements into **clean, user-friendly, production-ready interfaces**.
  - Supported **ongoing maintenance, performance optimization, and feature enhancements**, reducing client dependency on external vendors and improving long-term platform stability.
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## UWS Inc

Role: Web Developer

- Specialized in **PSD-to-HTML** conversion, delivering **pixel-perfect, responsive layouts** and reusable UI components aligned with design specifications.
  - Implemented **frontend interfaces and visual assets** for client projects, ensuring consistency, cross-browser compatibility, and production readiness.
  - Collaborated closely with **designers and senior developers** to translate visual designs into **clean, maintainable HTML/CSS codebases**.
  - Supported **quality assurance and iteration cycles**, refining UI details and responsiveness to meet client and project standards.
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## IMPACT SUMMARY

Designed and shipped multiple SaaS and AI-driven products from 0→1, improving developer onboarding, reducing configuration friction, and enabling scalable product growth.

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## CERTIFICATIONS

Master Digital Product Design: UX Research & UI Design

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## EDUCATION

**Rajasthan Technical University**

Bachelor of Technology in Information Technology (B.Tech.)

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## LANGUAGES

English, Hindi