

Hithesh

Senior Product Designer · B2B SaaS · Design Systems · Service Design · AI

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Senior product designer at Whatfix, leading design for multi-product enterprise experiences. Author of NAVI, Whatfix's first cross-product design system. Depth in service design, cross-product information architecture, and AI-assisted workflows. Earlier work spans consumer mobile and e-commerce analytics.

EXPERIENCE

Senior Product Designer

[Whatfix](#)

Bangalore, India [Sep 2022 - Present]

Promoted from Product Designer

- **SENIOR PD** Led 0→1 design of an in-product diagnostics experience for Whatfix's authoring suite, surfacing root causes inline within the user's workflow. Cut customer-reported issues by ~50% and improved time-to-resolution by ~20% across 89 enterprise customers.
- **SENIOR PD** Led a service-design redesign of customer onboarding across Sales, CS, and Implementation. Mapped the end-to-end blueprint and shipped an internal admin and configuration tool, reducing onboarding cycle time by ~30%.
- **SENIOR PD** Co-authored the Whatfix Creator Panel design roadmap with PM and EM, framing multi-quarter design bets that anchored quarterly OKRs and engineering capacity planning.
- **PRODUCT DESIGNER** Authored NAVI, Whatfix's first cross-product design system, adopted by the entire product team. Standardised the design-engineering handoff and eliminated redundant UI work across the suite.
- **PRODUCT DESIGNER** Defined Whatfix's cross-product interaction model and IA framework spanning 2 products. Unified Editor, Analytics, and Studio under a single system, redesigning 3 workflows that drove a 30% reduction in support tickets and a lift in weekly active usage.

Product Designer

[Dailyround / Marrow](#)

Bangalore, India [2021 - 2022]

Shipped A/B-tested learning features across iOS, Android, and web for one of India's leading medical exam-prep platforms. Authored Marrow's first cross-platform design system.

UI/UX Designer

[SellerApp](#)

Bangalore, India [2019 - 2021]

Owned end-to-end product design for SellerApp's Amazon-seller analytics suite. Defined the visual language and dashboard data-visualization system, and ran rapid cycles of customer interviews, prototyping, and competitive analysis to inform product bets.

R&D Engineer

[United Rubber Industries](#)

Mumbai, India [2018 - 2019]

Mechanical R&D and cost-engineering, the systems-thinking foundation for my design practice.

SKILLS

Core craft	Service design · Design systems · Cross-product IA · AI-assisted workflows
Process	Discovery · User interviews · Concept validation · Usability testing · Workshop facilitation
Tools	Figma · FigJam · Mural · Maze · Condens
Code literacy	HTML · CSS · JavaScript

EDUCATION

Interaction Design Foundation (IDF)

Human-Computer Interaction [2022]

Shree Devi Institute of Technology

BE, Mechanical Engineering · Mangalore [2014 - 2018]

AWARDS

Whatfix Hackathon Winner

Element Detection · Workflow Engine [2023]