

# Ashu

Lead UI/UX Designer · Design Engineer · AI-native, B2B SaaS  
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I design complex B2B products and ship the frontend code myself, closing the loop from research to production without a handoff. Six years building design systems, shipping AI features, and running UX audits at CleverX. I specialize in B2B SaaS complexity, research platforms, dashboards, and multi-state user flows, shipping frontend improvements directly without developer handoff.

## EXPERIENCE

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### Lead UI/UX Designer · Design Engineer

Oct 2020 – Mar 2026

*CleverX · AI-powered user research platform · B2B SaaS*

#### DESIGN ENGINEERING & AI WORKFLOW

- Shipped frontend fixes directly via Claude Code and Git, resolving 4 to 5 UX and design issues daily that would otherwise sit in a dev queue for days, cutting design-to-production turnaround from days to same-day.
- Audited the product flow by flow using Claude AI, running heuristic evaluations, usability walkthroughs, accessibility checks, and journey mapping to identify and fix UX issues, working cross-functionally with engineering and product.

#### DESIGN SYSTEM & BRAND

- Built CleverX's first design system from scratch, 30+ components, 100+ design tokens, and a full component library with usage documentation, creating a single source of truth that replaced inconsistent UI across all product squads.

#### PRODUCT DESIGN & LEADERSHIP

- Led and mentored designers on the team, owning end-to-end product design and interaction design across 6+ core flows including signup, onboarding, study creation, participant and researcher dashboards, billing, and team management.
- Designed CleverX's AI analysis feature from zero, covering transcripts, summaries, highlights, and shareable reports, driving the product from concept through stakeholder review to production and turning an interview-only tool into a full research analysis platform.
- Redesigned the participant experience for 500 to 1,000 daily active users, eliminating post-screener dead ends by adding clear next steps, payment timelines, and status context across every study state, addressing issues flagged directly by clients.
- Rebuilt the researcher verification workflow, cutting per-participant review time from 3 minutes to under 1 minute by surfacing skills, work experience, and screener responses in-platform via redesigned information architecture, eliminating the need to cross-reference LinkedIn.

### Web Designer

Jul 2018 – May 2019

*WorkLabs · Digital agency*

- Designed and developed production websites for BrewEstate and Motiaz Group using WordPress and custom HTML/CSS, translating client requirements into responsive, production-ready designs.

## SKILLS

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**Design:** Figma, Design Systems, Component Library, Prototyping, Wireframing, User Flows, Journey Mapping, Information Architecture, Interaction Design, User Research, Usability Testing, Responsive Design, Accessibility, Competitive Analysis

**Engineering:** HTML, CSS, Git, GitHub, Claude Code, VS Code

**AI Workflow:** UX Audits via AI, AI-assisted Frontend Development, Prompt-driven Design-to-Code

## EDUCATION

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**B.Tech, Computer Science** · Lovely Professional University · 2014 – 2018