

# ASHU

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## EXPERIENCE

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### CleverX

San Francisco, United States (Remote)

*Product Designer & Lead UI/UX Designer*

Oct 2020 - Mar 2026

- Led end-to-end design of CleverX's AI research analysis from 0 to 1: transcripts, summaries, highlights, insight generation, and shareable PDF/CSV exports, taking it from competitive analysis through user research, stakeholder review, and engineering delivery. Expanded the product from interview-only to a full research analysis platform, compressed days of manual analysis into reports in minutes, and drove adoption by nearly all existing customers.
- Shipped frontend UX fixes directly to production via Claude Code and Git (design-to-code), resolving 4-5 issues/day and cutting cycle time from days in the dev queue to same-day with no separate engineering handoff.
- Built CleverX's first design system from 0 to 1 on a two-person team: 25+ components, 100+ design tokens, full documentation in Figma, grounded in a brand exercise (vision, mission, values, color rationale). Relied on by a team of 4 engineers, adopted across all product squads, and still in use today.
- Worked directly with the founder and head of engineering to set CleverX's product and design direction, turning product metrics, A/B tests, and customer feedback into design decisions and roadmap priorities.
- Redesigned the researcher verification workflow, cutting per-participant review time from around 3 minutes to under 1 minute by surfacing skills, work experience, industries, and screener responses directly in the participant drawer.
- Redesigned the participant experience for 800-1,000 daily active users (hundreds of thousands of study participations across the marketplace), eliminating post-screener dead-ends with clear study-state context (accepted, under review, paid, expired) and resolving recurring UX issues raised by enterprise clients.
- Redesigned the participant onboarding UI/UX, lifting onboarding completion from 41% to over 70%; A/B-tested conversion-critical flows (participation rate, onboarding) using PostHog and LogRocket session data to validate changes before rollout.
- Ran systematic UX audits across study creation, dashboards, settings, and participant flows using heuristic evaluation, usability testing, WCAG accessibility checks, and competitive analysis, feeding findings into roadmap prioritization and sprint planning.
- Owned design surfaces beyond the product: launch videos in Jitter, email designs, and social media posts to support marketing and product launches.

### Freelance

Remote

*Freelance Product Designer*

Jun 2019 - Sep 2020

- Independent UX design and consulting for early-stage startups, covering product design, UX strategy, and responsive web interfaces from discovery through delivery.

### WorkLabs

Chandigarh, India

*Web Designer*

Jul 2018 - May 2019

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

## SELECTED PROJECTS

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### AI Research Analysis

ashukaur.netlify.app/cleverx-research-analysis

*AI/UX, 0 to 1, Competitive Analysis, Information Architecture, Stakeholder Review*

Designed CleverX's first AI-powered feature set in response to repeated researcher requests for transcripts and post-interview analysis. Ran competitive analysis on Maze, Lyssna, UserTesting, and User Interviews, mapping their feature sets and presenting a direction to the team. Core design decisions: AI output anchored to source transcripts so researchers could verify it, two-level summaries (per interview and per project), highlights as standalone quotable pieces, and exports built for stakeholders beyond the research team. Cut research analysis from days of manual work to AI-generated reports in minutes; became a core part of CleverX's product positioning.

## **Daylog, a Voice Health Journal (0 to 1)**

ashukaur.netlify.app/daylog

*0 to 1, Voice UX, AI/UX, Design Engineering, Claude Code, Data Visualization, Responsible AI*

Built for myself: a personal app for tracking a chronic gut condition day to day, live and in daily use. Typing out every meal, medication, bathroom visit, symptom, sleep, and mood is more than anyone has left at the end of a day, and the days most worth recording are the days with the least energy to write them down. So the main way in is voice: describe the day out loud in any order, switching between English and Hindi mid-sentence, and the app populates the right fields itself as editable meal, bathroom, medication, and symptom cards, with the form kept for correcting a number afterwards. Across months of logs it surfaces patterns and possible triggers, such as which foods tend to precede a flare, gated behind four explicit thresholds and with every finding opening into the counts and confounders behind it. Scoped deliberately: it describes what already happened rather than predicting, and words findings as questions to take to a doctor rather than verdicts. The job is maintaining a record and spotting patterns, not diagnosing. The model only turns speech into rows and facts into sentences; all scoring and pattern detection run on ordinary code, so every number is reproducible and traceable.

## **CleverX Design System (0 to 1)**

ashukaur.netlify.app/cleverx-design-system

*Design Systems, Figma, Design Tokens, Component Library, Material Design*

Built CleverX's first design system from scratch, replacing ad-hoc design decisions that were being made directly in code. Started with a brand exercise (vision, mission, values), then shipped in phases: foundation (color, type, buttons), then core inputs and patterns, then incremental expansion. Adapted Material Design rules for buttons, inputs, and states to CleverX's needs. Drove adoption through Figma documentation and implementation reviews. Final system: 25+ components, 100+ tokens, full usage guidelines.

## SKILLS

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Design Execution: Figma, Jitter, Design Systems, Component Libraries, Design Tokens, Interaction Design, Prototyping, Wireframing, Responsive Design  
AI & Technical: Claude Code, AI-assisted Workflows, Design-to-Code, PostHog, LogRocket, A/B Testing, HTML, CSS, Git, VS Code  
Product & Strategy: UX Research, Usability Testing, Information Architecture, Competitive Analysis, WCAG Accessibility, Design Leadership, Roadmap Collaboration  
Research Domain: User Testing Methods, Survey & Study Design, Qualitative & Quantitative Research, Participant Recruitment & Screening, Research Operations, Maze, Lyssna, UserTesting, User Interviews

## EDUCATION

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### **Lovely Professional University**

B.Tech Computer Science

2014 - 2018