

# Abhishek Rana

A passionate, AI-driven Product Designer with 12+ years of experience across Visual Design, Interaction Design, and UI/UX.

I specialize in transforming design concepts into intuitive, high-impact user experiences that blend aesthetics with functionality."



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[Linkedin](#)



[Portfolio](#)



[Behance](#)

## 12+ years of experience

### Core Competencies

- AI Driven Work Flows
- UI/UX Design - App & Web
- Design System
- Brand Guidelines
- User-Centric Design
- Communication Design
- SaaS Software
- Heuristic Evaluation
- User flows
- Low/High Fidelity Wireframes
- Low/High Fidelity Prototype
- Mockups
- Information Architecture
- Card Sorting
- Tree testing
- User journeys
- Experience mapping
- Gamification
- Digital Accessibility
- PowerPoint Presentations
- Sharepoint Pages

### Tools & Skills

- Figma/Make/MCP
- Claude
- Lovable
- Adobe After Effect
- ServiceNow Design
- Microsoft Powerpoint
- Adobe Photoshop
- Adobe Illustrator
- Adobe Indesign
- Adobe Premier

**Key Skills:** Decision Making, Collaboration, Detail Oriented, Problem-solving, Creativity, Desire to Learn

AI-driven Product Designer with 12+ years of experience in **fintech**, **wealth management**, and **HRMS SaaS platforms**

- Use AI tools like **Claude** to enhance research, ideation, and rapid prototyping.
- Expertise in end-to-end product design: research, wireframing, prototyping, and UI delivery.
- Strong in B2B, B2C, and SaaS UX/UI design for web and mobile platforms.
- Experienced in building design systems and scalable component libraries.
- Apply user-centered design, design thinking, and accessibility (WCAG) principles.
- Create key UX artifacts: user flows, wireframes, prototypes, and high-fidelity designs.
- Collaborate with cross-functional teams in agile environments.
- Skilled in data-driven design decisions and usability testing.
- Proven ability to lead projects and mentor designers.

### Professional Experience



Senior Product Designer  
**Buzzworks Business**

May 2025 – Present

#### Veytan HRMS SaaS

UI Design | Prototype | Claude | UX Research

- **Core MSP Modules:** Designed UI/UX for PO, Finance, and Admin panels, delivering a Client Login portal in 24 hours to provide seamless client access and streamline operational workflows.
- **Complex Dashboards:** Led end-to-end UI design for Shift Management and IT Staffing systems to provide intuitive, simplified interfaces that improve team management efficiency.
- **BGV Integration:** Leading product design for the Background Verification (BGV) lifecycle.
- **AI-Driven Workflows:** Integrated Claude and Lovable for design-to-code generation to provide rapid frontend delivery, bridging the dev gap and reducing build times by 40-50%.
- **Veytan Enhancements & QA:** Designed "Bulk Operations" and conducted rigorous UI testing to provide users with time-saving workflows and a bug-free, consistent experience.
- **Dynamic Mobile App:** Designed a context-aware mobile application featuring AI-driven insights and dynamic, **time-based UI adaptations** (e.g., automated morning/evening check-in states)




Freelancer Designer  
**Independent Consultant**

May 2024 – Apr 2025 (1 year)

**Enterprise UI/UX Consulting:** Partnered with major global clients including Ford, Publicis Resources, Adwizer and IFFCO to deliver user-centered digital products and scalable design solutions.

## Education & Certifications

**Bachelor's Degree** - B.Sc. in Multimedia from Arena Animation, New Delhi in 2012  
Affiliated from Manonmaniam Sundaranar University  
Tirunelveli, Tamil Nadu

 **Human-Centred Service Design**


 **Google UX Design Professional Certificate**


 **Digital Design & UX Job Simulation - bp**

## Personal Details


**Date of Birth:** 11th May 1992  
**Languages Known:** English & Hindi  
**Address:** C107, 2nd Floor, MJ Lifestyle Amadeus, Bengaluru, Karnataka

## Other Interests

 Photography Nature & Wildlife

 Travel

 Digital Abstract Art

 Video Games

 **Senior Product Designer**  
**Shell (Randstad Payroll) - Bengaluru**

Jul 2020 – Apr 2024 (4 yrs)

### Retail Ordering App

Wireframe | UI Design | Prototype | Figma | UX Research

- **Mobile Order Management:** Architected a user-centric B2B/B2C mobile app and interactive dashboard that simplified complex ordering and tracking workflows, directly improving on-the-go user satisfaction.

### Project and Program Management - Business Value Projects

Web Design | SharePoint | Powerpoint | Infographics | ServiceNow

- **UX Strategy & Collaboration:** Partnered cross-functionally and advised on UX research methods to predict user behavior and elevate overall product experiences.
- **Portal & SharePoint Development:** Designed and built custom SharePoint pages and a centralized, one-stop hub for websites, landing pages, and ServiceNow resources.
- **Testing & Optimization:** Conducted extensive testing on CTAs, layouts, and banners, proactively resolving responsiveness and usability bottlenecks to maximize engagement.

 **Senior Visual Designer**  
**TeamLease Services Limited - Bengaluru**

Aug 2019 – Jul 2020 (11 mos)

Design System | UI Components | UI Design | Sketch App

- **SaaS Design System Architecture:** Architected and actively managed a comprehensive B2B/B2C UI design system—including style guides, pattern libraries, and visual language—ensuring scalable and consistent product updates.
- **UX Strategy & Innovation:** Spearheaded user-centric design initiatives and introduced new UX methodologies to align product execution with strategic business goals.

 **ACE UX/UI DESIGNER**  
**APPINESS INTERACTIVE LTD - BENGALURU**

Apr 2019 – Aug 2019 (4 months)

Design System | UI Components | UI Design | Branding

- Collaborated with Client TeamLease and became a full-time core team member

 **SENIOR UX/UI DESIGNER**  
**HENCEFORTH SOLUTIONS - MOHALI**

Oct 2016 – Apr 2019 (2 yrs 6 mos)

Wireframes | UI Design | Prototype | Illustrator | Photoshop

- **End-to-End Cross-Platform Design:** Architected interaction flows, high-fidelity prototypes, and visual mockups across Web, iOS, and Android, ensuring seamless developer handoff with production-ready assets. Spearheaded UI/UX design for complex, high-transaction platforms across E-commerce, Banking, and multi-sided mobility sectors (including dual-interface apps for drivers and users).

 **UX/UI DESIGNER**  
**CODE BREW LABS - CHANDIGARH**

Jul 2015 – Aug 2016 (1 yrs 1 mos)

Wireframes | UI Design | Prototype | Illustrator | Branding

- Created wireframes and prototypes from UI concepts based on ideation and high-level requirements.
- End-user research informed and refined UI design decisions to meet user demands and preferences.

 **UX/UI DESIGNER**  
**KD TECHNOLOGIES - MEERUT**

Jul 2014 – Jun 2015 (11 mos)

Wireframes | UI Design | Photoshop | Illustrator | Coral Draw

- Created stunning web and mobile app user interfaces and logos, flyers, and ads using unique design and excellent communication.

 **GRAPHIC DESIGNER & ILLUSTRATOR**  
**THE CREATIVE STUDIO - NEW DELHI**

Dec 2012 - Dec 2013 (1 yrs)

Photoshop | Illustrator | Coral Draw | Indesign | Branding | Logo Design

- Designed and carried out the company's branding strategy. Crafted graphic illustrations, logos, and corporate identities.