

VYSAKH S

Product Designer | UI/UX Designer | SaaS Products | Design Systems | Mobile & Web Applications

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SUMMARY

Product Designer with 3 years of experience designing SaaS products, mobile apps, and gamified platforms for startups and enterprise teams. Proven track record of driving measurable outcomes - 50% increase in web traffic, 90% improvement in user retention, and 30+ products shipped end-to-end. Skilled in Figma-led design systems, AI-assisted workflows, and cross-functional collaboration across India and UAE markets.

Key Skills: Figma, Design Systems, SaaS, Gamification, AI-Assisted Workflows, Agile & Scrum

WORK EXPERIENCE

Independent Freelance Designer | Bengaluru, India

May 2025 – Present.

- Designed and delivered conversion-optimized UX solutions for clients across e-commerce and SaaS verticals.
- Built scalable design systems from scratch that reduced design-to-handoff time significantly.
- Integrated AI tools (ChatGPT, Relume, Claude) into design workflows, cutting ideation time by 40%.
- Developed and deployed responsive front-end interfaces using HTML, CSS (AI Coded) and GitHub.

White Paper Alliance | Dubai, UAE

UI/UX Designer | Apr 2024 – Apr 2025.

- Designed end-to-end mobile UX for a sports scoring application, leading its full market launch.
- Conducted user research via interviews, surveys, and Hotjar to inform data-driven design decisions.
- Drove a 50% increase in web traffic through strategic UX audits and user flow optimizations.
- Established structured developer handoff processes, ensuring pixel-accurate implementation.
- Collaborated with cross-functional teams to align UI systems with core product and business objectives.

GameApp Tech | Bengaluru, India

UI/UX Designer | Dec 2021 – Nov 2023.

- Led UX research and interface design for 30+ digital products including enterprise SaaS platforms.
- Designed a gamified training platform for MakeMyTrip, improving course completion by 30% and retention by 90%.
- Architected the full UX for the OGC (Olympic Gold Committee) athlete tracking dashboard, translating complex data into intuitive gamified interfaces.
- Partnered with product and engineering teams to ship user-centered solutions on mobile and web.

SKILLS & TOOLS

Core Competencies: UX/UI Design, Wireframing & Prototyping, Mobile and Web Design, User Research, Information Architecture, Visual Design, Product Design, User Flows, Journey Mapping, Usability Testing, Design Systems, Interaction Design, Accessibility, Heuristic Evaluation, UX Strategy, Stakeholder Management, Agile, Scrum, Cross-functional Collaboration, Design Thinking, A/B Testing.

Soft Skills: Empathy, Communication, Client/Project Management, Problem Solving, Collaboration, Continuous Learning & Curiosity in Design.

Design & UX Tools: Figma, Adobe XD, Sketch, Photoshop, Illustrator, Framer, Hotjar, Maze, Miro.

AI Tools: Chat GPT, Claude AI, Gemini, Relume, Copilot, Codex, Lovable.

Technical & Front-End: HTML, CSS (AI-Assisted), GitHub, Version Control, Web Deployment, Hosting.

AI & Prompt Engineering: AI-Assisted Development, Rapid Prototyping, Prompt Engineering (Gemini, Claude, ChatGPT, CoPilot).

EDUCATION

Diploma in UI/UX Design.

Design Boat UI/UX School, Bangalore, India | 2021.

Bachelors in Hotel Management (*Career transitioned to Product Design, 2021*).

Christ University, Bangalore, India | 2017 – 2021.

CERTIFICATIONS

- Career Essentials in Generative AI from Microsoft, Aug 2025.
- Generative AI for Product Managers from LinkedIn, Apr 2024.
- Interaction Design: Deliverables from LinkedIn, Apr 2024.
- Design Thinking: Customer Experience from LinkedIn, Apr 2024.
- The Fundamentals of Digital Marketing from Google, May 2020.