Nitya Bardhan

Product Designer with 4+ years of experience owning 0-to-1 AI-native SaaS and e-commerce experiences, simplifying complex workflows from discovery through high-fidelity design.

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WORK EXPERIENCE

Product Designer - Accolade | *Mar 2025 - Present*

AI SaaS · Multifamily Real Estate · Bengaluru, India

- Led **0-to-1 product design** for AI-native leasing workflows, connecting conversations, prospect context, and agent tasks across the prospect-to-resident journey.
- Partnered with founders, PMs, and engineers to shape **MVP scope**, co-author requirements, and turn ambiguous needs into clear flows and high-fidelity designs.
- Designed **AI-human collaboration** patterns for task prioritization, handoffs, conversation states, and timely leasing follow-ups.
- Contributed reusable UI components and interaction patterns; collaborated with engineers on implementation details, edge cases, and design QA.
- Applied Claude to requirements analysis, UX writing, design exploration, and workflow documentation to speed up iteration.

Product Designer - ONEWAYX | *Feb 2024 - Feb 2025*

Freelance · B2B SaaS · Virtual Commerce · Remote

- Owned **0-to-1 product design as the founding and sole designer** for a B2B immersive-commerce platform, from information architecture and core workflows to interactive prototypes and developer-ready UI.
- Collaborated with the CEO, product manager, and engineers to translate changing requirements into guided store-setup, product-management, and virtual-shopping experiences.
- Developed reusable UI foundations and also contributed to company website, visual identity, and presentation assets.

User Experience Designer - Rainvas | *Aug 2024 - Dec 2024*

Freelance · B2C E-commerce · Remote

- Redesigned a Shopify storefront with clearer **navigation, product discovery, and information architecture**, supported by responsive UX and visual design.
- Conducted competitive analysis, developed brand guidelines, and collaborated within Shopify implementation constraints.

Lead UI/UX Designer - Girl Power Talk | *Jun 2022 - Dec 2023*

Full-time · Chandigarh, India

- Led design across 20+ web and mobile initiatives, partnering with stakeholders from discovery through delivery.
- Managed and mentored a **team of 10 designers** through critiques, workshops, hiring, onboarding, and quality reviews.

Research & Investment Analyst - TresVista | *Mar 2021 - Jan 2022*

Full-time · Financial Services · Pune, India

- Contributed to 15+ investment banking projects involving company research, transaction comparables, financial analysis, and reporting.

SKILLS

Product Design: UX/UI · Interaction Design · Information Architecture · Design Systems (contributions) · Prototyping · Visual Design · Accessibility
Research & Strategy: Product Discovery · User Flows · Journey Mapping · Competitive Analysis · Usability Evaluation · MVP Scoping
AI & Product: AI Product UX · Human-in-the-Loop Workflows · AI-assisted Prototyping
Design & Research Tools: Figma · FigJam · Figma AI/Make · Framer · Photoshop · Illustrator · Perplexity · NotebookLM · Otter · Fathom
AI & Prototyping Tools: Claude · Claude Design · Claude Code · ChatGPT · Cursor · Lovable · Replit
Development & Collaboration: HTML/CSS · Shopify · Jira · Notion

EDUCATION

MBA, Financial Management - NMIMS Global | *2021 - 2023*
B.A. (Hons.) Economics - Dyal Singh College, University of Delhi | *2016 - 2019*
Google UX Design Certificate · Graphic Design Masterclass · Interaction Design · Human-Computer Interaction