

Gaurav Avinash

Product Designer · UX/AI Design

[Portfolio link](#)

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Product designer with 4+ years of experience crafting AI-powered B2B SaaS products. Specialises in Human-AI interaction design, complex data workflows, and 0 to 1 product builds. Known for translating ambiguous problems into intuitive, measurable experiences with a track record of improving engagement, reducing drop-off, and accelerating user workflows.

Experience

Product Designer II | Systematic

November 2022-Present - New York, United States - Remote

Project 1 – Contextual Chat Assistant (AI Search)

- Designed and launched an **AI-powered chat assistant** within Systematic's SaaS platform, enabling investors to explore companies via natural language — replacing a fragmented multi-step search flow.
- Leveraged **OpenAI + MongoDB Vector Search** to power conversational queries; reduced search time from **3–4 minutes to under 30 seconds** and improved user engagement by **25%**.
- Defined the full interaction model: query states, progressive disclosure, empty states, and error handling for ambiguous AI responses.

Project 2 – AI-Powered Company Profile Creation

- Led end-to-end design of a founder-facing profile builder, enabling startups to generate complete fundraising profiles in minutes using AI-assisted content generation.
- Introduced a **hybrid AI + manual editing model** with smart defaults and real-time feedback, boosting profile completion rates by **40%**.
- Designed a gamified onboarding flow that reduced abandonment by **30%** and drove **3x investor engagement** through more compelling, structured profiles.

Milestone Projects – Search, Data Room & Templates

- Designed advanced search results and **AI-powered data room summaries** to accelerate investor due diligence.
- Architected **role-based permission controls** for the data room, enabling secure and flexible access for diverse stakeholder types.
- Created a **white-label template** system to help startups rapidly customise their fundraising assets with brand consistency.

UI/UX Designer | Easy Eat

December 2021- November 2022 - Gurugram, India

- Contributed to a multi-country product launch, adapting the UI for **Android and iOS** device ecosystems.
- Redesigned the **monetisation flow** to improve repeat order rates through clearer CTAs and friction reduction.
- Defined **animation guidelines and micro-interaction patterns** adopted across the product design system.

Education

National Institute of Fashion Technology

Bachelor of Design,

2017-21

CGPA - 8

Skills

Design Practice

UX strategy,
User flows,
Concept sketches,
Experience mapping,
Prototypes,
Vibe coding,
Design systems,
Branding, B2B SaaS,
Interaction Design,
Visual Design,
Prompt design,
AI prototyping,
Human-AI experience design,

Research

User interviews,
Usability testings,
Persona hypothesis,
AI-assisted UX research,
Affinity Mapping,
Information Architecture,
Concent Development

Visual Designer | LA FUORI

January 2021- December 2021 - New Delhi, India

- Owned the **end-to-end design of a B2B website**, from IA and wireframes to final visual execution as the sole designer.
- Created weekly product features, brochures, and email campaigns in collaboration with the product team.
- Produced motion design, video editing, and **AR filter experiences** for social and brand channels.

Learning & Certifications

Vibe Coding (Cursor AI, GitHub Copilot, Claude Code) | Scrimba

GenAI for UX Designers | Coursera

Tools

Design

Figma, Adobe XD, Photoshop, Illustrator, Indesign, ChatGPT, Miro, Microsoft Word, Framer, Cursor AI

Product

Slack, Asana, Notion

Language Known

English, Hindi