

Raj Kumar Mandal

Product Designer · 4 YOE · B2B SaaS · AI-Native Design · Systems Thinking

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SUMMARY

Systems-oriented Product Designer with 4+ years shipping complex B2B SaaS products across 6+ industries. I design configuration-driven frameworks and modular systems – not just screens. I prototype in code (Next.js, TypeScript, React), use AI tools as creative partners in my daily workflow, and operate at the intersection of product strategy, system design, and polished UI.

EXPERIENCE

Sharpsell.ai · Product Designer

Nov 2023 – Present · India

Sales Enablement · Multi-client Ecosystem · B2B Platform

- Designed AuthEngine – a configuration-driven login framework with a modular object model (Login Module, Auth Method, Reference Variable). Reduced per-client login setup from 7 days to minutes, eliminating engineering dependency for standard enterprise onboarding.
- Architected an AI-readable design system from scratch – structured tokens, naming conventions, and component APIs so both engineers and AI coding tools (Claude Code, Cursor) produce consistent, shippable UI without manual oversight.
- Vibe-code production prototypes in Next.js/TypeScript to validate system-level design decisions before engineering handoff – including interactive case study components, state-flow visualizers, and config previews.
- Orchestrated seamless integration across 6+ cross-industry platforms (banking, insurance, automotive, hospitality), designing customizable, native-feeling UX that reduced client-side integration effort and boosted adoption.
- Guided product direction and go-to-market strategy in direct partnership with founders, PMs, and engineering leads – stakeholder reviews, sprint planning, and design handoffs.
- Elevated app UX, boosting user task completion rate by ~28% through targeted usability enhancements.
- Use Claude Code, Cursor, and AI-powered Figma plugins as core parts of the design process – from rapid prototyping to A/B test analysis – reducing design feedback loops by 50%.

Kreate · Product Designer

Aug 2021 – Oct 2023 · India

Marketplace · Creator Economy · B2C Platform

- Redesigned buyer experience, achieving 4.5+ App Store ratings and increasing average session duration by 35%.
- Optimized seller onboarding, reducing onboarding time by 60% and increasing conversion by 40%.
- Co-led rebrand and design revamp aligned with business pivot, unifying brand, product, and marketing touchpoints.
- Built a comprehensive component library and UX guidelines that scaled across mobile, web, and internal platforms.

Glampx · Product Designer Intern

Oct 2020 – May 2021 · India

FashionTech Startup · MVP

- Partnered with engineering to rapidly deliver MVP features on tight deadlines using agile prototyping cycles.

FREELANCE

- 2023 **Opulent Sports** – Designed website for a sports infrastructure provider specializing in multi-sport arenas.
- 2022 **Collab.deals** – Designed landing page & MVP UX for an influencer-brand collaboration platform.

SKILLS

- CODE & PROTOTYPING Next.js · TypeScript · React · Tailwind CSS · HTML/CSS/JS · Framer Motion · Git
- AI-NATIVE DESIGN Claude Code · Cursor · Figma (w/ AI Plugins) · Prompt-driven Prototyping · AI-readable Design Systems
- STRATEGY & SYSTEMS Object Modelling · Design Systems · User Research · Journey Mapping · Wireframing · Prototyping · A/B Testing · Product Thinking
- TEAM & PROCESS Cross-functional Collaboration · Design Sprints · Agile / Lean UX · Stakeholder Management

EDUCATION

B.Des – Fashion Communication

2017 - 2021

National Institute of Fashion Technology

WHAT'S NEXT

I design at the intersection of AI and product – where systems thinking meets craft. I'm looking for roles where I can shape how people experience AI tools, prototype ideas in code, and ship fast in high-ambiguity environments. Interested in developer tools, AI products, and teams that treat design as a strategic function, not a service layer.