

Aditya Meshram

Senior Product Designer · AI Native Product Design · UX Research · Design Systems

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LOCATION Bengaluru, India

Senior product designer, **8+ years** across fintech, healthcare and mobility. Owned full platforms solo, from research and strategy through shipped iOS, Android and web, and now lead a design team. I build design as infrastructure and work AI native, using AI to extend scope while governing its output against **evidence tiered principles**.

EXPERIENCE

Senior Product Designer · Pi42

Mar 2023 to Present

Crypto derivatives platform · Bengaluru · Full time · 200k+ downloads · \$1B+ monthly trading volume

- Sole designer across the entire platform for **2.5 years**, covering **19 product areas** including futures and options trading, charts, wallets, onboarding and KYC, banking and the P&L dashboard, in light and dark mode across web, iOS and Android.
- Built design as infrastructure: a **three layer design system** of tokens, components and Storybook, with iOS and Android codebases, architected for **white label partner deployment**.
- Now **lead a team** of UI/UX and graphic designers, setting design direction, review standards and developer handoff.
- Cut design to development cycles by **~50%** through systematic component documentation and token based theming.

[Case study: Pi42 Platform & Design System →](#)

Founding Member, Product & Growth · Prophilehouse

Oct 2024 to Present

Platform connecting performing artists, venues and audiences · Bengaluru · Founding team

- Led product strategy and UX across the artist, venue and audience ecosystem, from discovery to booking to performance.
- Ran **10+ user interviews** to define the MVP; targeting **500+ artist onboarding** after launch.

[Case study: Prophilehouse →](#)

Web Designer · Revolt Motors

Jan 2026 to Present

India's leading electric motorcycle brand · Bengaluru · Freelance / retainer

- Leading a **full website redesign** covering information architecture, visual language and interaction design across all pages for a national consumer brand.

UX Designer · Saveo Healthcare

Nov 2021 to Mar 2023

Healthcare retail and wholesale platform · Bengaluru · Full time

- Led UX for Saveo Retail (mobile + web) and launched **Saveo Wholesale**, onboarding **100+ B2B clients**.
- Redesigned internal dashboards for **20% faster task completion**; optimised payment reconciliation flows handling **INR 10 to 30L** in daily invoice operations.

[Case study: Saveo Payment Reconciliation at Scale →](#)

Design Studio Manager · Core Digital Strategy

2019 to 2021

Bengaluru · Full time

- Led a **team of four** on data visualisation and pitch decks for BlackRock, ABN Amro and BNP Paribas; **95%+ repeat clients**.

Earlier: UX Designer, MyPickup (freelance, 2024), end to end rider and driver apps for an urban transit MVP, 10,000+ riders.

Additional engagements: Tork Motors, Carsalona, Taxnodes, 3LOQ Labs.

SELECTED PROJECTS & CASE STUDIES

Dia Care Club · Mentor Led Digital Health Companion

2024 to Present

Product Owner & Designer · Service first diabetes management for patients aged 50+ · Four surfaces on one data spine

- Research complete: **27 quantitative and qualitative studies**, 3 surveys and structured interviews over 6 months, synthesised into **107 user journeys**, 4 personas and a problem framework.
- Product build in progress: patient, caregiver, mentor and doctor/lab experiences on a single data spine. Codified **14 binding accessibility minimums** and a principle set that rejects gamification, streaks and engagement nudges in favour of a product that is **correct when silent**.

[Case study: Dia Care Club →](#)

[The research: 251 item bias audit, card sorting, usability testing →](#)

Buy Side Research Platform · AI Native Investment Research

Feb 2026 to Apr 2026

Design Lead (freelance) · Venture backed research platform for hedge funds and asset managers · Chat first to workflow native

- Sole designer on **four sequenced foundation documents in four weeks**: a seven category market map with verified per seat pricing, a user model, a five phase workflow map and a synthesis. Every claim graded **verified, inferred or open**, and each document's own confidence published rather than buried.
- Reframed deep conviction and generalist from two segments into **two modes one analyst moves between**, and identified the **investment thesis** as the object every workflow phase resolves to, and the one with no product support in the market.
- Closed **eight design arguments** in writing with sources attached, among them practitioner vocabulary, a multi pane dark workspace, export as a primary verb and coverage as the navigation primitive, so the design phase opened with the option space already narrow.

[Case study: Buy Side Research Platform →](#)

AI Design Audit Framework · Quality & Accessibility Governance

Self built · Applied across five projects (Pi42, Dia Care Club and three personal builds)

- A system that audits AI generated design work against research backed quality and accessibility rules, reporting **what it changed or refused** instead of silently complying. **Generate freely, audit hard.**

[Side by side demo: same brief, plain run vs. governed run →](#)

Clove Tracker · Chrome Extension + Analytics Dashboard

Shipped

Design & build · Passive capture extension and reconciliation dashboard for a consultant dentist across ~20 clinics

- **Reverse engineered** a practice management portal (XHR interception and DOM parsing) and modelled a tiered incentive scheme across procedures, invoices and payments.
- Built a procedure level audit trail with duplicate credit detection, subset sum invoice resolution and a four state payment model that **reports uncertainty instead of guessing**. In nightly use against live data.

[Case study: Clove Tracker →](#)

Pal's Work · Daily Billing Tracker PWA

Shipped

Solo design & build · Offline first, on device PWA replacing a manual paper billing workflow for a private anaesthetist

- Reduced the money model to **three values and three daily counts** instead of digitising the paper form, with no accounts and data held on device. Reproduces a real month's claim to the rupee and exports the hospital's own format in **one tap**.

[Case study and live demo: Pal's Work →](#)

Ledger · Personal Finance Dashboard

Shipped

Solo design & build · Consolidated cash flow and investment view assembled from uploaded statements

- Unified spending and income across multiple banks and credit cards into a single categorised view, alongside investment performance across mutual funds, stocks, gold and fixed deposits.
- Built on monthly bank and broker statement uploads rather than account linking, with **no credential sharing** or third party aggregation.

[Case study and live demo: Ledger →](#)

SKILLS

Design	Product Design, UX Research, Interaction Design, UI/UX Design, Design Systems, Information Architecture, Prototyping, Wireframing, UX Audits, Design Analytics, User Flows, Journey Mapping
Platforms	Responsive Web, iOS, Android, Mobile First, Cross Platform
Tools	Figma, Ant Design, Design Tokens, Component Libraries, Storybook, AI assisted design workflows
Methods	User Interviews, Usability Testing, Persona Development, Quantitative & Qualitative Research, Jobs to be Done, Agile / Scrum, Stakeholder Collaboration

EDUCATION & CERTIFICATION

Education	M.Tech + B.Tech (Dual Degree), Indian Institute of Technology (IIT) Kharagpur · 2011 to 2017
Certification	Certified UX Researcher & UX Scientist · UXED Practicing Program