

Ashish Gudelli

Product Designer | 5 Years Experience

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PROFILE

Product Designer experienced in fintech, healthcare, SaaS, and consumer products. Focused on simplifying complex workflows and decision-heavy interfaces through research, interaction design, prototyping, and design systems. Experienced in end-to-end product design and working with founders and cross-functional teams in async environments.

PROFESSIONAL EXPERIENCE

Freelance Product Designer, Pawar Agro

Aug 2025 – Present

- Work directly with the founder to shape and evolve Pawar Agro's brand identity, packaging system, and digital storefront as the product portfolio continues to expand.
- Built the core brand and packaging system across 25+ SKUs, establishing reusable visual, typography, pattern, and packaging guidelines for ongoing product launches.
- Design and evolve the e-commerce experience across product discovery, product pages, pricing, and guest checkout, reducing friction between product selection and purchase.

User Experience Designer, Infimatrix Technologies Pvt Ltd

Jul 2023 – Jul 2025

- Designed digital products across fintech, healthcare, SaaS, and consumer experiences for Indian and international clients, contributing across product definition, UX, UI, and delivery.
- Designed a B2B fintech platform supporting ₹1,500 Cr+ AUM, translating spreadsheet-heavy financial operations into structured workflows across connected product modules.
- Shaped information architecture, user flows, interaction patterns, and design systems for complex, decision-heavy products, structuring dense information around different user roles and workflows.

User Experience Designer, Toothsi

Jan 2021 – Oct 2022

- Redesigned the Admin Portal and Planner Dashboard, replacing a Google Forms-based production workflow with a structured internal system.
- Conducted UX research to identify workflow gaps and failure points, translating findings into clearer user flows, interactions, and high-fidelity interfaces.
- Introduced a visual tooth chart and clearer information hierarchy to address wrong-tooth selection, identified as the largest source of procedure errors in the workflow.
- Balanced usability, business requirements, and technical constraints while collaborating with stakeholders and engineering through design and delivery.

SKILLS

Product Design: UX Design · Product Strategy · Interaction Design · Information Architecture · User Flows · End-to-End Product Design

Research: User Research · User Interviews · Usability Testing · Qualitative Research · Research Synthesis

Design: Wireframing · Prototyping · UI Design · Visual Design · Design Systems · Responsive Design

Collaboration: Cross-functional Collaboration · Stakeholder Communication · Design Handoff · Async Collaboration

TOOLS

Figma · Framer · Adobe Illustrator · Claude · Notion

EDUCATION

Bachelor in Mechanical Engineering, Savitribai Phule Pune University

CERTIFICATES

Google UX Design Professional Certificate