Sakshi

Senior Product Designer · London, UK · Designing and shipping products since 2020.
sakshiiiii.d@gmail.com
Portfolio | How I work with AI | Linkedin | Instagram

SKILLS

UX, UI, Figma, Sketch, Adobe Suite, Research, Testing, Accessibility (WCAG), Information Architecture, Interaction Design, Data Visualisation, Design Systems, Design strategy, Product Growth, Monetisation, Typography, Grids/Layouts, Wireframing, Prototyping, Visual, Graphic & Motion Design, Branding & Icon Design, Web, iOS, Android, Problem Solving, Coding, HTML, CSS, JS, React, Next.js, Github, Framer Development, Claude Code, Cursor, MCP, Prompt & Context Engineering, Sub-agent workflows, Designing for AI Models, Conversational AI Design, Building custom tools

EXPERIENCE

Founding Product Designer - *Really Good Culture, Startup, London (Aug 2026 - Present)*

- Own all design at a retail data and AI startup whose platform maps 4M+ verified grocery products across 56,000+ attributes to predict what retailers and brands should stock, spanning product, brand and strategy, working directly with the founder.
- Designing and building the core reporting dashboard solo in Figma and Next.js, observing client demos to see how buyers use it.
- Simplified complex range data into a customisable view and reframed retail buying around shopper health needs instead of product categories, showing buyers where their range falls short, starting with one health goal across 27 categories and 11 shopper missions.
- Setting up design from zero and implementing it in code with the CTO: I audited the live platform, created the design workflow and file structure, built the first design system across 3 products that had shipped straight to code, and engineered its documentation site with Claude Code.
- Defining product strategy & narrative for a new white-label preventative health product built into a retailer's app.
- Created brand identities for multiple sub-brands, a 300+ icon library across 3 retail categories, and packaging for a personal care range across 4 collections.

Product Designer - *Lightricks, Startup, London, Full time (Feb 2026 - Jun 2026)*

- Led end-to-end design and front-end build of 12+ features on LTX Studio (AI video SaaS) across 3 teams and 10 stakeholders, shipping 15+ PRs, and studied real users' behaviour through session recordings.
- Designed for image and video generation models, including an in-house video model: researched how users prompt and what makes AI-generated media good or bad, and explored an agent-based storyboarding experience that gives users control over the canvas instead of static output.
- Designed an interactive tutorial, winning buy-in for hands-on learning and cutting it from 12 steps to 5. A/B tested it with analytics and the PM (~20k users): completers retained 1.5 to 4x better, but only ~6% entered and 43% quit at step 1, pinpointing entry as the bottleneck.
- Authored the framework LTX Studio uses to launch AI models and features (badge, dot badge, popup, modal), adopted by PMs and designers. Designed and shipped the dot badge.
- Designed the business tier's self-serve pricing, team invites, credit allocation and billing, plus 2 paywall experiments informed by earlier test results.
- Owned the infinite canvas and node-based workspace: designed the crop, bundle, multi-image reference and multilingual output (audio, lip-sync) nodes, the minimap and template discovery, and collaborated on consistent emotion in generated audio.
- Evolved the design system: reworked outdated components, built 10+ new ones, and designed 35+ icons.
- Automated a 12 to 15 step icon-publishing checklist with Claude working directly in Figma, turning it into a reusable skill adopted by the design team.
- Held regular product and design strategy discussions with the VP of Design and VP of Product, shaping direction on key initiatives.

User Experience Designer - *Google, Big tech, London, Summer Internship (Jul 2025 - Sep 2025)*

- Worked in a core team of 10+ designers, 5+ researchers and 2 PMs on nutrition for the new Google Health app (Android, iOS), within a 50+ person design org across the UK, Europe and US. Synthesised 6+ research studies, joined an in-home field study on trust in AI health advice, planned and ran 5 usability tests, led a design critique, met regularly with a PM and a Staff Designer, and presented to the wider team and the Director of Design.
- Designed 6 meal-logging journeys, including conversational logging with the AI health coach, built on Gemini's conversational patterns with smart suggestions to make conversations & logging quicker.
- Pushed for photo logging as a priority launch feature, which shipped with the global Google Health launch.
- Designed 8 types of nutrition data visualisation from the existing design system, and an AI confidence indicator (high, medium, low) so users can correct uncertain meal recognition, under data-privacy and responsible-use constraints.
- Designed 10 experimental north-star features expanding what nutrition could become in the app, combining fitness, sleep and energy signals, from timing-based guidance to goal-matched recipes with automated grocery delivery via third-party apps.

User Experience Designer - *Southwark Council, Punchdrunk & Kinda Studios, London (Jan 2025 - Apr 2025)*

- Designed an information-sharing and memory-preservation system with a team of 6, for Southwark Council's Walworth Library, serving an estimated ~14,500 visits per month.
- Worked with 4 clients, including 2 founders on brand and web design, and Punchdrunk on a LARP experience.

User Experience Designer - *Bureau Identity, Startup, Full time, Bengaluru (Oct 2022 - Sep 2024)*

- Owned end-to-end redesigns of a self-serve B2B SaaS platform for identity and fraud checks (200+ brands, 195+ countries, 22B+ checks a year). With 3 PMs and analytics, lifted retention and onboarding by 55%.
- Designed configurable SDK onboarding for 15+ KYC/AML products, balancing compliance and drop-off.
- Shaped design strategy, helped build the design team from scratch and onboarded a junior designer.

User Experience Designer & Front-end Developer - *Startup & Agencies, India (Jun 2020 - Aug 2022)*

- Led UX and visuals with 2 designers for a portfolio app managing £186M+ in assets, visualising financial data.
- Built early front-end and UX foundations as a design engineer, using HTML, CSS, JS, React, Next.js and Vercel.
- Owned end-to-end design for 28+ mobile and web products across industries, through to launch.

EDUCATION

MA User Experience Design - *University of the Arts, London, UK, Sep 2024 - Dec 2025*

- Final Major Project, MemoryMint: a tactile pot and an interactive digital forest built in TouchDesigner with hand tracking, taken from self-initiated research to prototype through co-creation & participatory methods, exhibited at LCC Postgraduate Shows 2025.
- Coursework spanned 10+ research methods, workshop design, physical prototyping, AR and wearables.

B.Tech Computer Science & Engineering - *NIT Durgapur, India, Aug 2019 - May 2023*

- Core CS training in data structures, algorithms, databases, and software engineering, with programming in C/C++, Java, and web technologies: the foundation for the front-end work I ship alongside design today.

PLAY

Stills - Interactive website for a photo gallery with sound design and custom cursors | Site | Check on X

Typeface animator - Custom tool to animate a typeface I designed, with its own styles | Check on X

AWARDS & VOLUNTEERING

Wall of Portfolios - Portfolio selected for curated showcase (~30% acceptance rate), 2026

International Postgraduate Scholarship - University of the Arts, London, 2024

Design Dynamo Award - Bureau Identity's internal award for best product work, 2024

Best Designed Product Award - Bureau Coderumble Hackathon, 2023

Director of Operations - TEDx NIT Durgapur, 2022 - 2023

Creative Lead - Google Developer Student Club, NIT Durgapur, 2021 - 2022