# Saatvik Agrawal | UX/Product Designer

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Product Designer with 6+ years across media, mobility, complex data, AI-native interfaces, and emerging technologies. HCI-trained professional who prototypes in code, specializing in interaction design, multimodal experiences and user research.

## Experience

**Product Designer** | *Versant Media, Seattle, USA* *Jan 2026 – Jun 2026*

- Designed **5 high-impact cross-platform connections** across **3 platforms** for **2 user personas**, using UXR insights to select from **30+ concepts** within AVOD monetization constraints across Versant's **50M+ monthly-visitor ecosystem**.
- Prototyped **20+ interaction concepts** using AI-assisted workflows, rapidly testing with **10+ participants** through moderated interviews and guerrilla tests to refine content discovery, retention, and watch continuity.

**UX Designer** | *Washington State Department of Transportation, Seattle, USA* *Jan 2025 – Mar 2025*

- Redesigned **5 major interaction flows** for the iOS ferry ticketing experience serving **2M+ MAU**, optimizing information architecture, UX copy, and task flows to address **26 usability issues** that drove travelers to third-party apps.
- Conducted **10+ moderated interviews** across **9 task scenarios**, synthesizing insights into targeted interaction recommendations that reduced task friction across **4 traveler conditions**.

**Product Designer** | *Scaler, Bangalore, India* *Jan 2023 – Dec 2023*

- Reduced recruiter decision latency by **55 hours/month** across **33,700+ candidate profiles** as the solo designer for Scaler's **0-to-1 recruitment & ATS platform**, redesigning complex multi-pipeline workflows and launching the product.
- Built a scalable design system for the B2B enterprise SaaS product through cross-functional collaboration, establishing reusable components and clear interaction patterns to create a consistent recruiter experience while accelerating future product development.

**Product Designer** | *Philips, India* *Apr 2022 – Jun 2022*

- Led **a team of 5** to design a last-mile mobility service for the Delhi Metro, enabling ride booking, charging-station availability, and unified Metro Card payments for **100,000+ drivers**; developed the service blueprint and business model to bring the service together.
- Won **3rd place globally among 100+ teams** in the 2022 SSDC, pitching the project at its Dragon's Den event and securing a Philips apprenticeship to further refine the concept through **5 field research sessions** across **3 user groups**.

**Co-Founder** | *Nature's Solutions, India* *Oct 2019 – Nov 2021*

- Founded and built Nature's Solutions, an eco-friendly disposables manufacturer focused on reducing single-use plastic waste; owned branding, digital presence, and e-commerce, establishing a presence across three major Indian marketplaces.
- Grew **e-commerce traffic 3x** by optimizing Amazon listings for Buy Box, keyword visibility, and ad bidding; increased brand revenue by **250%** through multi-channel outreach.

## Education

**University of Washington** | *Master's in Human Centered Design & Engineering* *Sep 2024 – Jun 2026*

**Delhi Technological University** | *Bachelor of Design* *Aug 2019 – May 2023*

## Projects

***Google Maps***: Proposed Google Maps as an agentic, proactive travel companion in a **24-hour sprint**, mapping a group vacation journey, identifying **6 key pain points**, and developing features through **35+ iterations** across Gemini voice and Maps UI for **4 travel modes**: driving, passenger, walking, and public transit.

***Aside Browser***: Pushed the boundaries of AI-assisted product development by designing human-AI-computer interactions for Aside's agentic browser in a **48-hour sprint**, developing **10 use cases** through **60+ low-fidelity iterations** and fully functional high-fidelity prototypes with transparent memory controls, agent safeguards, alternate-direction flows, authentication, and failure states to improve user control, model transparency, and decision accuracy.

***Eqo***: Designed a location-aware social platform transforming physical movement into contextual interactions. Built an Octalysis-informed interaction framework with privacy mechanics and social dynamics. Designed and fully prototyped the entire app and design system in Figma with multi-state components and micro-animations; tested with **10+ users**.

## Skills & Tools

**Design**: Product, Interaction, Visual, UX & UI [Web, iOS and Android], Physical & Digital AI Prototyping, Human-AI-Computer Interaction Design, Conversational UX, Multimodal UX, Design for XR, Design Systems, Interaction Architecture

**Research**: Journey Mapping, Qualitative Data Analysis, Contextual Inquiry, Semi-Structured & Structured Interviews, Ethnographic Research, Usability Testing, Service Design

**Code**: HTML, p5.js, Claude Code, Cursor

**Tools**: Figma, Figma Make, Framer, Lovable, Gemini, ChatGPT, Unity, Blender, Autodesk Maya, Adobe Creative Suite, SolidWorks, 3D MCAD