

Rakshit Walia

Manager Product Designer

Highly accomplished Product Design Leader with over 14 years of progressive experience, specializing in UX strategy, design systems, and AI/GenAI integration within SaaS and FinTech environments. Possesses a proven ability to build and scale high-performing design teams (8-10 members), drive cross-functional collaboration, and influence product roadmaps through data-driven insights. Expert in delivering measurable business impact, including 15-20% market growth, 35% reduced drop-offs, and 40% increased feature adoption, by transforming complex challenges into intuitive, high-engagement product experiences.

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PROFESSIONAL SUMMARY

- Strategic Product Design Leader with 14+ years of experience in UX strategy, Design Systems, and AI/GenAI-driven experiences across SaaS and FinTech.
- Led multidisciplinary design teams of 8–10 designers, improving design consistency by 35% and workflow efficiency by 30% through scalable systems and processes.
- Delivered measurable product impact, including 15–20% market growth, 40% feature adoption, 25% higher task completion, and 35% reduction in drop-offs through research-led and data-informed design.
- Directed end-to-end UX for 20+ SaaS and mobile products, partnering with Product, Engineering, and Business teams and leveraging Figma AI, Claude, ChatGPT/Gemini, Uizard, GA4, Hotjar, and Mixpanel.

TECHNICAL SKILLS

Design System Implementation

User-Centered Design (UCD)

AI/GenAI Design Integration

User Research Methodologies

Usability Testing

Interaction Design

Wireframing & Prototyping

Figma

Adobe XD

Sketch

WORK EXPERIENCE

UX Researcher (Remote) - Freelance

Dialectica (London, UK) (Dec 2025 - Present)

Directed freelance UX research and consulting initiatives, specializing in behavioral science application, AI-driven design strategy, and mentorship for product experience enhancement.

- Conducted advanced UX research and behavioral analysis using interviews, surveys, experiments, and ethnography to uncover user motivations and decision patterns.
- Translated qualitative and quantitative insights into actionable recommendations that influenced product improvements and strategic decisions.
- Delivered AI-driven UX consulting and mentoring, leveraging Figma AI, Claude, and Uizard for rapid prototyping while mentoring designers in research, design thinking, and AI-assisted design.

Achievements:

- Successfully translated research findings into strategic recommendations, contributing to improved product experience, increased user engagement, and strengthened business outcomes for various clients.
- Delivered impactful UX consulting engagements, driving the successful adoption of AI-driven design approaches for scalable web and mobile solutions across multiple domains.
- Fostered growth and development within design teams by mentoring junior designers, enhancing their capabilities in user-centered design, research, and AI-assisted workflows.

Manager Product Designer

Analog Legal Hub Technology Solutions Pvt. Ltd. (CREDGENICS) (Noida) (Apr 2023 - Dec 2025)

Managed product design operations and strategy, leading teams, establishing critical design infrastructure, and driving business growth through data-informed UX initiatives.

- Led and scaled a multidisciplinary product design team of 8–10 designers, driving innovation, performance, and alignment with business goals.
- Established UX strategies, Design Systems, research, usability testing, and analytics-driven processes, improving design consistency and workflow efficiency.
- Directed end-to-end design for SaaS, AI, and IoT platforms, while contributing to client engagement, presales, and business/practice growth.

Achievements:

- Improved design consistency by 35% and workflow efficiency by 30% by establishing and scaling design systems and processes.
- Increased task completion by 25% and reduced user drop-offs by 35% through data-driven design iterations, while driving 40% higher feature adoption.
- Influenced product and business strategy through design-led decision-making and cross-functional collaboration, contributing to 15–20% market growth through AI-driven product experiences.

Sr. Product Designer

Analog Legal Hub Technology Solutions Pvt. Ltd. (CREDGENICS) (Noida) (Jun 2022 - Apr 2023)

Managed product design initiatives, translating technical requirements into user-centric designs, ensuring design consistency through scalable systems, and collaborating cross-functionally to drive AI-enhanced product features.

- Defined and owned end-to-end product design, collaborating with cross-functional teams to integrate AI-driven enhancements into features.

- Translated complex Product Requirement Documents (PRDs) into intuitive wireframes and high-fidelity mockups, leveraging AI insights for superior user experiences.
- Maintained and evolved scalable design systems and style guides, ensuring consistent user interface coherence across all product lines.
- Fostered a culture of open feedback and collaboration between design, product, and engineering teams, facilitating data- and AI-informed decision-making processes.

Achievements:

- Improved feature delivery efficiency by 30% through strategic incorporation of AI-driven enhancements in product design workflows.
- Created 25% more intuitive user experiences by effectively translating PRDs into wireframes and mockups, informed by AI insights.
- Boosted UI cohesion by 35% through the diligent maintenance and application of scalable design systems and style guides.
- Enhanced overall team productivity by 20% by promoting data- and AI-informed decision-making and fostering collaborative feedback loops.

Principle Software Engineer

RX Logix Corporation (Noida) *(Dec 2020 - Jun 2022)*

Managed the design lifecycle for SaaS applications, focused on UX exploration, stakeholder engagement, and translating complex designs for engineering implementation while ensuring timely project delivery.

- Designed and developed over 20 SaaS-based application interfaces, iterating through multiple wireframe and prototype variations to meticulously explore and optimize user experience (UX) choices.
- Presented intricate UX designs and strategic design proposals to diverse stakeholders, ensuring clear communication and fostering consensus across development and business units.
- Managed independent project workflows, consistently delivering high-quality design solutions while adhering to stringent deadlines.
- Served as the primary liaison between product management and engineering teams, translating complex design specifications into simplified, implementable blueprints for new products and features.

Achievements:

- Accelerated stakeholder approval processes by 30% through effective presentation of UX designs and proactive alignment across cross-functional teams.
- Achieved a 95% on-time project delivery rate while consistently upholding high design quality standards for all assigned initiatives.
- Facilitated the seamless implementation of over 10 dashboards and critical features by simplifying finalized designs, effectively bridging communication gaps between product and engineering.

Sr. UI/UX Designer

MapMyIndia (CE Info Systems Pvt. Ltd.) (Delhi) *(Jun 2018 - Dec 2020)*

Directed UI/UX design efforts for mobile and web platforms, encompassing navigation, IoT, and analytical tools, while ensuring user-centric solutions and project delivery.

- Managed the complete UI/UX design lifecycle for a diverse portfolio of applications across iOS, Android, and Web platforms.
- Designed user interfaces and experiences for critical projects such as Move Navigation, Move IOT, School Bus, Workmate, Honda Assist, and various Business Analytics dashboards.
- Contributed to enhancing the usability and visual appeal of enterprise solutions, including CRM dashboards and specialized platforms like the Covid-19 Dashboard.
- Developed and refined the user experience for the main MapmyIndia website, ensuring consistency and alignment with brand guidelines.

Achievements:

- Delivered 10+ complex UI/UX projects across multi-platform environments, covering both consumer applications and enterprise solutions.
- Applied user-centered design principles to create intuitive, engaging experiences across diverse products, including navigation systems and business intelligence dashboards.
- Adapted design strategies to varied functional and platform requirements, consistently delivering high-quality, user-focused solutions aligned with business objectives.

Lead Designer (UI Designer)

Reliance Jio Infocomm Limited (Navi Mumbai) *(Sep 2013 - May 2018)*

Directed design operations, led a UX team, and managed the end-to-end design process for a suite of mobile applications, focusing on customization, research, and cross-functional alignment.

- Led the UX Design team for a portfolio of 7+ mobile applications (Jio HealthHub, JioTV, JioCinema, JioNews, JioMoney), driving UI customization, brand consistency, and end-to-end design delivery.
- Defined UX strategy through information architecture, wireframing, prototyping, usability testing, heuristic evaluations, and design reviews to create intuitive user experiences.
- Collaborated with Product, R&D, Marketing, and Engineering teams to translate business requirements into scalable, user-centric digital products aligned with market needs.
- Presented design concepts to stakeholders and customers, influencing product direction while balancing user needs, business objectives, and technical feasibility.

Achievements:

- Led the end-to-end UI/UX design of 7+ mobile applications, ensuring consistent, brand-aligned, and high-quality user experiences across the product portfolio.
- Established scalable design methodologies and built strong cross-functional stakeholder partnerships, translating business goals into user-centric solutions that supported product launches and feature adoption.

Tech Training Multimedia Development Analyst

Dell International Services Private Limited (Bangalore) *(Jun 2010 - Sep 2013)*

Managed multimedia development for technical training, specializing in 3D visualization, animation, and virtual training content production for a global client base.

- Developed 3D visualizations, animations, and interactive e-learning content for Dell's global technical training programs.
- Created high-quality 3D assets, virtual training modules, and multimedia solutions for clients across the US, Canada, and Asia Pacific.
- Managed end-to-end production of 3D models, architectural walkthroughs, and product visualizations for enterprise learning initiatives.

Achievements:

- Successfully delivered enterprise-scale 3D e-learning solutions that enhanced technical training experiences for global audiences.

- Improved the quality and consistency of virtual training content through high-fidelity 3D assets and multimedia design.

Multimedia Intern

Jaiprakash Associates Limited (E-Learning) (Sahibabad) (Apr 2007 - Dec 2008)

Managed multimedia content creation, brand engagement support, and e-learning assessment design, contributing to various educational projects.

- Contributed to the development of strategies for enhancing brand visibility and fostering consumer engagement across diverse media platforms.
- Designed and created engaging e-learning assessments to evaluate user comprehension and learning effectiveness for various projects.
- Assisted in the formulation of high-level and detailed design specifications for multiple e-learning initiatives, ensuring coherence with pedagogical objectives.

Achievements:

- Developed multimedia and e-learning content, enhancing brand presence, learner engagement, and instructional effectiveness.
- Created assessment designs and foundational UI/visual elements across multiple e-learning projects, ensuring consistency and quality.

EDUCATION

MA Sociology (Present)

UP Rajarshi Tandon Open University, Prayagraj

MBA (Marketing Management) (2021)

UP Rajarshi Tandon Open University, Prayagraj

3D Animation & Visual Effects (2010)

Vancouver Film School, Vancouver, B.C., Canada, Vancouver, B.C., Canada

Post Graduate Diploma in Animation and Computer Graphics (2006)

Rai Foundation, Delhi, Delhi

Bachelor of Computer Applications (2004)

Ch. Charan Singh University, Meerut, Meerut

PROJECTS

AI Portfolio Dashboard

- Led the end-to-end UX/UI design of an AI-powered portfolio management platform, leveraging Generative AI, scalable design systems, and advanced data visualization to deliver intelligent financial insights.

Equitas Bank

- Designed a secure and intuitive mobile banking experience for users across India and Indonesia, optimizing digital banking journeys while ensuring regulatory compliance and accessibility.

Horocosmo Mobile Application

- Spearheaded the UX/UI modernization of the Horocosmo app through user research, redesigned user journeys, and enhanced interactions, resulting in a more engaging and intuitive experience.

IntelliSmart Energy

- Designed a smart energy management platform with intuitive dashboards and IoT-enabled user experiences, enabling users to monitor, analyze, and optimize energy consumption effectively.

AeroConnect Mobile Application

- Crafted the UX/UI for a smart airport platform, streamlining passenger journeys with real-time flight updates, navigation, and personalized services to enhance the overall travel experience.

EV Feeling

- Designed an EV ecosystem experience integrating charger discovery, payments, and community features into a unified customer journey.

V-Mock

- Designed an AI-assisted student workspace that unifies coursework, deadlines, and career preparation into a clear, structured daily experience.

Rupio

- Redesigned a UPI payment experience focused on faster scan-and-pay, transfers, and balance management while improving everyday payment usability and trust.

Nyay Track

- Redesigned advocate case tracking with simplified status, culturally relevant interactions, and friction-free document workflows.

Campaign Automation Platform

- Designed a self-service omnichannel campaign platform that reduced campaign setup from days to minutes.

SKILLS

Core Competencies: UX Strategy Development, Design Operations & Leadership, Business Impact & Growth, AI/GenAI Integration & Innovation, Stakeholder Management & Influence

Soft Skills: Leadership, Cross-functional Collaboration, Strategic Thinking, Innovation & Adaptability, Communication

HOBBIES

Digital Art, 3D Modeling, AI Exploration, Photography, Filmmaking, Reading Books

