Pratibha Jaiswal

Bengaluru, India

Product Designer | UX Designer | Healthcare | B2B SaaS | E-commerce | AI Products

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I design intuitive, accessible products that make complex experiences feel simple and meaningful.

5+ years	20+ products	80+ components	B.Des
Product Design	Shipped End-To-End	Design System	NIFT, 2012–2016

PROFILE SUMMARY

Product & UX Designer with 5+ years across **healthcare, B2B SaaS, e-commerce and AI**, simplifying complex user and business needs. Skilled in research, IA, prototyping, usability testing and developer-ready handoffs.

EXPERIENCE

Product Designer | Impact Hub (Contractual Project) **Sep 2024 – Feb 2025**

- Designed an employee charitable-giving and donation-matching platform from scratch, creating end-to-end workflows for employees, employers and nonprofit organisations.

UI/UX Designer | V-Align Technologies (Contractual Project) **May 2024 – Jul 2024**

- Designed NMSDC's business-onboarding and supplier-certification experience, restructuring the information architecture and multi-step workflows to simplify complex eligibility and application requirements.

UI / Product Designer | Navabrind IT Solutions **Jul 2021 – Sep 2023**

- Owned end-to-end UI/UX delivery across healthcare, B2B marketplace and e-commerce products, translating client requirements into information architecture, user flows, wireframes, interactive prototypes and overall 20+ end to end products.
- Worked closely with clients, project stakeholders and developers to clarify requirements, review interaction-design decisions, incorporate feedback and refine interfaces before implementation.
- Took TEXUB and Harpy Hats from initial requirements to launch, designing zero-to-one product-discovery, onboarding, account and transaction experiences across responsive platforms.
- Redesigned HealthCraft's healthcare e-commerce experience in Adobe XD, organising complex offerings into three branded collections and three room-based shopping paths.
- Built and maintained a library of 80+ reusable components, reducing UI inconsistencies by approximately 40% and supporting developer-ready handoffs.

Additional Digital Experience: Product Design Intern, Arivu **Aug 2020 – Oct 2020**

Assistant Product Designer | Fly by Night **Mar 2018 – Nov 2018**

- Developed product ranges and contributed to an approximate 25% reduction in design-to-production misalignment through structured design reviews and cross-functional coordination

Hard Goods Product Designer | R.R. Industries Pvt. Ltd. **Jun 2016 – Dec 2017**

- Translated consumer-trend research into market-ready concepts, balancing user needs and aesthetics with material and manufacturing constraints.

SELECTED PROJECTS

Headroom | AI-assisted Study Companion - Usability-Tested Concept

- Tested 5 scenarios with 12 students and translated 5 recurring usability issues into a revised prototype with skippable onboarding, clearer Study Mode entry points, simplified Planner questions, improved progress tracking, and more supportive burnout messaging

HealthCraft Website Redesign | Healthcare E-commerce – Shipped Client Project

- Redesigned HealthCraft's live healthcare e-commerce experience in Adobe XD, organising complex product offerings into 3 branded collections and 3 room-based shopping paths to simplify product discovery across responsive screens.

Unmute | Accessibility-First Communication App (Concept Project)

- Researched communication barriers with approximately six participants across healthcare, travel and daily interactions.
- Designed a WCAG 2.1-aligned 10+ screen prototype with live captions, text-to-speech, quick phrases, regional languages and one-tap SOS.

SKILLS

User Research | Product Discovery | Competitive Analysis | Usability Testing | Information Architecture | User Flows | Wireframing | Interaction Design | Responsive Design | Prototyping | Design Systems | WCAG 2.1 Accessibility | Developer Handoff | Figma | Adobe XD | FigJam | Miro | Maze | ChatGPT | Claude

EDUCATION

Bachelor of Design (B.Des), Fashion & Lifestyle Accessories — National Institute of Fashion Technology **2012 – 2016**

CERTIFICATIONS & RECOGNITION

Certified UI/UX Designer — DesignBoat | Spotlight Award — Navabrind | Best Implementation & Creative Finisher — Hackathon 8.0