

ABHINAV RAJ

Senior Product Designer | Agentic AI & Enterprise UX | Design Engineer

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PROFESSIONAL SUMMARY

Product designer with nearly 6 years of design experience and a computer engineering background, now a Lead Designer with Dexian, consulting at ServiceNow, designing AI-native and agentic flows for Employee Journey Management in HR Service Delivery. Before that I designed AI-driven SaaS platforms and data-heavy products from first concept to production, and I write my own React and Tailwind code, so the work I hand off is grounded in what is actually buildable. Most of my work involves turning unclear problems into clear human and AI workflows that people trust. I mentor designers and work closely with engineering, product, and AI teams day to day. Currently pursuing a Postgraduate Diploma in Interaction Design at IIT Bombay (IDC School of Design). I hold all design work to WCAG 2.1 AA and build it on top of scalable design systems.

PROFESSIONAL EXPERIENCE

ServiceNow (via Dexian)

Lead Designer, HR Service Delivery

August 2026 – Present | Hyderabad, India (Hybrid)

- Design AI-native and agentic flows for Employee Journey Management (EJM), the HRSD product large enterprises use to run onboarding, role changes, leave, and offboarding.
- Work on AI agents that take on the multi-step work inside each journey, where tasks are spread across HR, IT, managers, and facilities, so employees and managers can ask for what they need instead of tracking it down themselves.
- Shape how people and agents share the work: when an agent can act on its own, when it should check in first, and how its progress stays visible and easy to correct.
- Work alongside staff and senior product designers, product managers, and engineers, within ServiceNow's design system and enterprise release process.

Altrr Software Services

UI/UX Lead

June 2025 – July 2026 | Pune, India

- Owned interaction design for Trythat.ai, an AI-powered real estate platform on web and mobile, from early discovery through production handoff.
- Replaced traditional property listing and search forms with conversational flows that capture user intent directly, making discovery, listing creation, and advisory feel like a conversation rather than data entry.
- Designed the search and results experience around patterns people already know from Google and Airbnb, so users can scan and filter dense, multi-attribute property data without a learning curve.
- Built dashboards, analytics views, and a Master Transaction Table that made large real estate datasets readable and actionable for advanced and internal users.
- Led design for Brantford, an AI workflow platform for realtors, including a voice-first listing flow that turns spoken input into structured, editable property drafts the user reviews before publishing.
- Turned raw LLM output into clear, structured views that help users understand and act on AI-generated content with confidence.
- Mentored a junior designer and ran the team's design reviews, raising the bar on systems thinking and craft.
- Ran stakeholder interviews, journey mapping, and persona work to keep design decisions tied to real user behaviour, working in Agile sprints alongside AI, engineering, and product.

Shekru Labs India Pvt. Ltd

UI/UX Developer

January 2021 – May 2025 | Pune, India

- Owned product design and front-end development for B2B SaaS and consumer products across healthcare, hospitality, fitness, and e-governance.
- Led design and product strategy for MedicoPro, a telemedicine app, managing a team of four across design, development, and QA, and simplifying the patient journey from booking to consultation.
- Designed and built Menu Mitra, a restaurant POS system in React covering billing, order management, live inventory, and payments, then ran usability testing to refine it.
- Led a B2B catalogue redesign for Saka India and cut page load time by 50 percent through front-end optimisation, with a mobile-first responsive build.
- Built FitPro Gym Pass, a fitness studio aggregator MVP, as the sole designer and developer, using AI tools to move from prototype to user testing faster.
- Shipped production-ready interfaces in React, Tailwind CSS, and Shadcn UI, and set up the design review process that kept quality consistent across clients.

Cognopi Solutions

Data Analyst

April 2018 – December 2020 | Pune, India

- Pulled and analysed sales data from CRM databases in SQL to track revenue trends, customer behaviour, and sales performance, and built data pipelines that supported accurate forecasting.
- Improved reporting speed and data accuracy by optimising database queries, working with cross-functional teams to tighten the wider data process.
- Built dashboards and reports that gave the sales team a clearer view of performance, an early grounding in turning raw data into something people can read and act on.

CSC e-Governance Services India Ltd

Software Engineer

October 2015 – January 2016 | New Delhi, India

- Built web applications in HTML, CSS, JavaScript, and PHP CodeIgniter using an MVC architecture, including secure authentication and full-stack CRUD features.
- Worked within a government e-governance programme, building to its security and reliability requirements.
- Translated functional requirements into working interfaces, an early start in moving between front-end build and user-facing design.

CORE SKILLS & COMPETENCIES

UX / Product Design	Interaction Design · Design Thinking · Human-Computer Interaction (HCI) · AI-UX Design · Agentic UX · Human-in-the-Loop Design · Enterprise UX · User Research · Contextual Inquiry · User Flows · Information Architecture · Usability Testing · Heuristic Evaluation · UX Audit · Wireframing · Prototyping · Rapid Prototyping · Journey Mapping · Persona Development · Scenario-Based Design · Affinity Mapping · Storyboarding · Data Visualisation · Design Systems · Component Libraries · Responsive Design · Accessibility (WCAG 2.1 AA) · Design Handoff
Frontend Development	JavaScript · React JS · React Hooks · HTML5 · CSS3 · Tailwind CSS · Shadcn UI · Bootstrap · Git · GitHub
Design Tools	Figma · Figma Make · Figma MCP · Axure RP · Adobe XD · Miro · Zeplin · Canva · Adobe Photoshop · Adobe Illustrator
AI & Dev Tools	Claude Code · Cursor · Bolt.new · v0
Platforms	ServiceNow · HR Service Delivery (HRSD) · Employee Journey Management (EJM)
Collaboration & Process	Jira · Agile / Scrum · Cross-functional Collaboration · Stakeholder Management · Design Critique

SELECTED PROJECTS

ALON, Agentic AI Property Assistant (Mobile)

Altrr Software Services

Sole designer on an AI agent built into Trythat.ai that handles the property journey from search to possession across nine stages. Designed and shipped a stage-aware conversational dashboard, a voice-first onboarding flow that fills fields from speech, in-chat finance and comparison tools, and an animated SVG agent avatar. Designed entirely in code on real devices using React Native and a code-native design system, so what shipped matched the design with no handoff rework.

Key Concepts: Agentic UX · Agentic App · Human-AI Interaction · Conversational UI Design · Voice-First UX · AI/ML Interface Design · Design Engineering · Design Systems · Mobile App Design

Trythat.ai, AI-Powered Real Estate Platform (Web & Mobile)

Altrr Software Services

Led the full interaction design of an AI-first property platform serving over 10,000 users. Designed a conversational flow for posting requirements and listings in place of long forms, a search experience built for dense property data, and a design system that keeps web and mobile consistent.

Key Concepts: Conversational UI Design · Information Architecture · AI/ML Interface Design · Design Systems · User Intent Modelling · Data Visualisation · Navigation Design

Brantford, AI-Enabled Realtor Workflow & Marketing Platform

Altrr Software Services

Designed a voice-first listing flow that converts a realtor's spoken description into a structured property draft they can review and edit. Built the supporting dashboard and automation controls so users stay in charge of what the AI produces.

Key Concepts: Human-AI UX · Cognitive UX · Controlled Automation · Dashboard Design · Voice-First UX · Service Design

MedicoPro, Telemedicine Mobile Application

Shekru Labs India Pvt. Ltd

Led design and product strategy for a telemedicine app, managing a team of four. Mapped and simplified the patient journey from finding a doctor to booking and consultation, so first-time users could complete a visit without confusion.

Key Concepts: Healthcare UX · Design Thinking · Product Strategy · Team Leadership · Patient Journey Mapping

Menu Mitra, Restaurant POS & Management System

Shekru Labs India Pvt. Ltd

Designed and built a React-based POS covering billing, orders, live inventory, and payments. Ran usability tests with restaurant staff and reworked the busiest screens around their real workflow during service.

Key Concepts: SaaS UX · React · Dashboard Development · Usability Testing · REST API Integration

Saka India, B2B Product Catalogue

Shekru Labs India Pvt. Ltd

Redesigned an information-heavy, CMS-driven catalogue and cut page load time by 50 percent through front-end optimisation. Delivered a mobile-first responsive build that improved how the brand read to business buyers.

Key Concepts: B2B UX · Information Architecture · CMS Design · Front-End Optimisation · Responsive Design

EDUCATION

IIT Bombay, IDC School of Design

Postgraduate Diploma in Interaction Design (PGD IxD)

2026 – Ongoing | Mumbai, India

Advanced interaction design programme with on-campus intensive modules and on-campus examinations. Completed Design of Interactive Products (12 credits), an on-campus intensive covering contextual inquiry, affinity mapping, persona and scenario-based design, interaction patterns, prototyping, and usability evaluation. Upcoming modules include Data Visualisation, Human Factors in Interaction Design, and Qualitative and Quantitative Research Methods.

University of Pune, MIT Academy of Engineering

B.E. in Computer Engineering

2015 | First Class

CERTIFICATIONS

- Human-Computer Interaction: The Foundation of UX Design, Interaction Design Foundation (IxDF)
- Foundation of UX Design, Google / Coursera
- Interaction Design, DesignLab Learning Inc., NY, USA
- UX Research and Strategy, DesignLab Learning Inc., NY, USA