

# Vaibhav Verma

Senior Product Designer: Fintech · B2B SaaS · B2C · Web & Mobile  
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## ABOUT ME

**Senior Product Designer with 6+ years** designing and shipping products across **B2B SaaS, consumer-facing (B2C), and fintech** on both **web and mobile**. I own problems end to end, from user research and UX strategy through usability testing and developer handoff, and I still shipping hands-on. My work spans workflow and operator tools, marketplace and transactional flows, and payments/fintech experiences. I lean on research, systems thinking, rapid prototyping, and **AI-first workflows** to move fast without losing usability, accessibility, or real-world behavior. I've designed for users across the **UAE, Saudi Arabia, the UK, India, and South Korea**.

## HIGHLIGHTS

- 6+ yrs in Product Design across **Enterprise SaaS, Fintech**, and consumer products for global teams
- Proven in **leading and mentoring designers**, conducted design thinking workshops, maintained design quality standards through Strategic UX, Cross-functional Collaboration and Product Strategy.
- Utilised **Claude Design** to build **Design System and Shippable designs** from Scratch.
- I have designed for high-frequency use cases like scheduling, communication, and support. **Reduced CS Queries for a SaaS Platform by 21%** [Check here](#)
- I have designed for users from **varied tech comfort**. Improved **CTR by 15% for Low Tech Literacy Blue Collar Workers** [Check here](#)
- Designed for varied **tech comfort (including low-literacy users)** and **RTL Arabic** experiences

## CORE SKILLS

**Design Leadership & Strategy:** End-to-end ownership from user research and UX strategy through usability testing to developer handoff; design validation, quality standards, timelines, and mentoring junior designers.

**Craft:** Interaction design, low-to-high-fidelity prototyping, design systems, responsive design (desktop / tablet / mobile), accessibility, and RTL layouts.

**Research & Data:** User research, contextual inquiry and workflow shadowing, usability testing, experimentation, and data-informed UX (GA4, Hotjar, CleverTap, UserTesting).

**AI-Assisted Workflow:** Claude, Claude Design, Gemini (Nano Banana), Figma AI, Cursor.

**Tools:** Figma, HTML/CSS/JS, React (basics), Microsoft Suite.

## PROFESSIONAL EXPERIENCE

### Senior Product Designer

June 2024 - March 2026

#### Edenred UAE

- **Led UI/UX design strategy** for fintech products including **payroll, money transfers, subscriptions, dashboards, and transaction history** across web and mobile owning the full design process independently.
- Improved clarity of payroll and transaction states, **reducing customer support queries by 21%**. [Check here](#)
- Increased engagement on key dashboard actions, **contributing to a 15% increase in CTR**. [Check here](#)
- Collaborated closely with product managers, engineers, and business teams to align UX decisions with business objectives in B2B Product Design.
- Designed for **RTL Arabic Design for Saudi Arabia**. Extended the Design System accordingly [Check here](#)

### Senior Product Designer

Dec 2023 - June 2024

#### Tide Business

- Designed **onboarding, activation, payments experiences** for SME users across web & mobile platforms.
- Translated product requirements and user feedback into user flows, wireframes, mockups, and prototypes through Interaction Design.
- Contributed reusable **components and patterns to the design system**.

## Product Designer

Nov 2021 - Nov 2023

### Cars24 Services Pvt. Ltd.

- Owned UX/UI design for large-scale marketplace and transactional flows across web and mobile.
- **Reduced bounce rate by 37% on listing pages and 29% on detail pages** through improved information hierarchy and interaction design. [Check here](#)
- Improved **downstream conversions (test drives and deliveries) by 7%** via iterative UX enhancements. [Check here](#)
- Redesigned internal operational dashboards, **reducing task time by 10%, improving accuracy by 5%, and increasing user satisfaction by 11%.**

## Associate Product Designer

Jul 2020 -Nov 2021

### McKinley & Rice Creativity Pvt. Ltd.

- Designed UX/UI for multiple client products in recruitment and education domains.
- Improved CareerChat usability, increasing **SUS score by 35.3% (48.12 → 68.75)** and **reducing bounce rate by 28% in one month.**
- Improved Rexpert platform usability, increasing **SUS score by 14.04%.**
- Supported research, wireframing, prototyping, and usability testing across projects.

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## EDUCATION

### Bachelor of Technology, Electronics and Communication

Maharaja Agrasen Institute of Technology |  
Guru Gobind Singh Indraprastha University |  
2016 - 2020  
**GPA 7.9/10**

## OTHER THAN WORK

### Design Industry Mentor, [10kdesigners](#)

I mentor new designers from different parts of the world who are entering the industry

### [Youtube Channel](#)

I document design learnings and observations I make while I travel to different parts of the world