Hello! I'm Visva Amudan

Product Designer | UX Researcher | UI Designer

Available (Immediate Joining)

2+ years.of.exp

Portfolio
visva.design

visvaamudan30@gmail.com | +91 9080-6371-49 | Bengaluru

linkedin.com/in/visva1/

WORK EXPERIENCE

Founding Designer - Daira

Accounting platform for Accountants & SMEs

- Led **end-to-end** product design from discovery to shipped experiences, owning **UX** strategy, flows, **IA**, interaction and UI across core accounting workflows.
- Interviewed 15+ accountants & SME users to uncover real-world workflows, pain points, unmet needs, translating insights into product opportunities & user stories.
- Simplified complex accounting workflows into clear, intuitive experiences, reducing cognitive load across key tasks.
- Defined **information architecture**, **user journeys** and interaction patterns for a **scalable** product foundation.
- Rapidly **prototyped** and validated concepts with users, iterating based on **research**, **feedback** and product behaviour before high-fidelity execution.
- Partnered closely with Founder, Product & Engineering to shape requirements, resolve edge cases and take solutions from concept to production.
- Used **AI**-assisted workflows to accelerate research synthesis, prototyping and design exploration.
- Improved completion rate from **62**% to **81**% | Validated **prototypes** with **20**+ users.

Founding Product Designer - Clicknrec

Nov 2025 - Present, Bangaluru (Remote)

Clicknrec (0 to 1 product)

- Took **Clicknrec** product from idea to a live **V1**, which is now being actively iterated & scaled.
- Owned the product design **end-to-end** from early discovery & competitor research to user flows, UI systems, and final interfaces.
- Built the product design system from the ground up, starting at the **atomic level.**
- Designed **core segments** demo-creation flow, improved clarity during key activation steps, Video editing flows, Dashboard, etc.
- Worked closely with **founding team** on a daily basis to move fast, make practical design decisions, ship high-quality experiences in a lean setup.
- Contributed **early growth** by designing product visuals, go-to-market assets such as marketing creatives, decks, posters & overall **product positioning.**
- Reduced user workload by **2+** hours daily, driving **$2K+** in estimated team savings. Recorded the highest monthly **traction** to date with **42 installs.**

Product Designer - Toolyt x Acadle

Jul 2025 - Nov 2025, Bangaluru (Onsite)

Toolyt (CRM)

- Created a scalable **design system** for CRM webapp from ground up
- Implemented an action-oriented workflow guidance system in the **CRM** that assisted users without disrupting their task flow.
- Collaborated with Marketing team to gather requirements and created **marketing creatives** for linkedin, social medias and email campaigns.

Acadle (LMS)

- **Redesigned** onboarding screens, & modules for **LMS product** which led to increase **32%** engagement rate, **60%** course completion
- **Designed features** from scratch like Quiz, Profile section, Courses.

Jr.Product Designer - Userflow x Beamer

Aug 2024 - Jul 2025, Coimbatore (Onsite)

Userflow (product onboarding)

- Built an a**nalytics product** from scratch, working closely with the CTO to design a scalable analytics platform.
- Designed a **data-heavy** analytics **dashboard** with clear visual hierarchy, intuitive navigation for better usability.
- Designed a **chart creation** module enabling users to generate & customize data visualizations.
- Designed the **event tracking** system to capture and analyze user behavior across the product.
- Redesigned the **sign-up** screen, which led to an increase in user traffic and boosted conversion rates from **14% to 36%**
- Designed the **Confetti feature** for the flows segment in the product to enhance engagement and give users a sense of achievement and delight

Beamer (communication platform)

- Worked on multiple features like **NPS Export**, **Integrations**, **Changelog**, **Dashboard**, **Onboarding screens**, & revamped UI screens to enhance user experience and interface consistency.
- Built an **AI insights** feature for the Beamer dashboard & presented it as growth initiative, achieving an **8%** engagement rate, strong customer appreciation.
- Collaborated closely with **product & development teams** to ship impactful design improvements, Marketing creatives, and New feature release videos.

SKILLS

- User Experience Design (UX)
  - User Research
  - Persona Development
  - Empathy Mapping
  - Competitive Analysis
  - Wireframes
  - Design Flow
  - User Testing (basic)
- User Interface Design (UI)
  - Design system
  - Responsive designs
  - Interactive prototype
  - Usability testing
  - Typography & Color theory
  - Layout & Grid system
  - AI-assisted Design
- Claude for UX-research
  - Create journey mapping
  - Affinity-mapping
  - Write-UX-copy
  - Create components
  - Analyse-feedback
- Product Design & Product Thinking
- User Psychology & Problem Solving
- User Centred Design (UCD)
- Visual Design (Pitch decks, marketing creatives, Slides)
- Cross-functional Collaboration
- HTML,CSS,React

TOOLS

Design and Research

- Figma
- Figjam
- Miro
- Screen Studio
- Google form
- Use berry
- Shadcn
- SurveyMonkey
- jitter

Project Management

- Notion
- Asana
- Slack

AI Tools

- Cursor
- Codex
- Antigravity
- Claude
- Lovable
- PostHog

CERTIFICATES

Human-Computer Interaction

IxDF - Interaction Design Foundation
Issued (2024)

Design Thinking: The Beginner's Guide

IxDF - Interaction Design Foundation
Issued (2024)