

ABHIJEET RASKAR

-Senior Product Designer-

SUMMARY

Product Designer with 5+ years of experience designing and scaling B2B SaaS products. Specialised in design systems, UX quality frameworks, AI-assisted prototyping, and design-to-business alignment. Known for improving product quality by institutionalising feedback loops, tightening design and engineering parity, and using design judgment to influence product decisions beyond visuals.

EXPERIENCE

Sr. Product Designer • Wati (Oct 2023- Current)

- Designed Wati's internal AI Agent Builder, enabling businesses to create AI agents, automate workflows, and query business data through Wati's MCP framework.
- Built and owned a machine-readable design system that enabled designers, engineers, product managers, and AI-assisted workflows to create consistent product experiences faster.
- Introduced AI-assisted prototyping workflows that accelerated design exploration, stakeholder reviews, and customer validation through production-quality interactive prototypes.
- Led the UX expansion of Wati from a WhatsApp-only platform into a multi-channel customer engagement suite supporting Instagram, Messenger, RCS, WhatsApp Calling, and TikTok.
- Established a company-wide UX feedback program that created continuous product improvements through collaboration with Product, Engineering, Support, and Sales.
- Launched WhatsApp Calling as a 0→1 product, growing adoption to 900+ users, 700 active subscribers, and contributing to a 430% month-over-month increase in calling volume.

Product Designer • Klub (Sept 2020- Jun 2022)

- Built a shared design system across multiple products, improving consistency and reducing design and development effort.
- Designed user journeys, workflows, and high-fidelity prototypes for core product experiences, partnering closely with Product and Engineering.

- Improved onboarding conversion by ~10% through usability testing, iterative experimentation, and data-informed UX improvements.
- Established scalable design practices that improved collaboration, interface consistency, and product quality across teams.
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UX Designer • Thence (Sept 2020- Jun 2022)

- Conducted user research, usability testing, and heuristic evaluations for enterprise and consumer products, translating user insights into actionable product improvements.
- Designed end-to-end user journeys, information architecture, wireframes, and interactive prototypes for B2B and B2C products across multiple industries.
- Facilitated design workshops and collaborated with product managers, engineers, and stakeholders to define problem statements, prioritise opportunities, and validate solutions.
- Reviewed and mentored designers, establishing UX best practices and improving the quality and consistency of design deliverables across projects.

SKILLS

Product Design • UX Research • Interaction Design • Information Architecture • User Flows • Wireframing • High-Fidelity Prototyping • Figma • Design Systems • Usability Testing • UX Writing • AI-assisted Design • Product Strategy • Visual Design