

Ashutosh Lawange

UI/UX | Product Designer

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PROFESSIONAL SUMMARY

Product Designer with 4+ years of experience in enterprise SaaS, telecom, and fintech, driving measurable impact through end-to-end product design. At HDFC, increased adoption by 25% and downloads by 35% in 90 days by delivering a mobile-first sales platform. At Tarana, led design initiatives that boosted user engagement by 17% while optimizing workflows to reduce operational costs. Product thinker focused on simplifying complex business workflows into intuitive user experiences.

EXPERIENCE

UX Designer II

January 2025—Present, Pune, India

Tarana Wireless

- Led end to end redesign of “Installer” mobile application, improving onboarding and task efficiency, resulting in a **17% increase in active installer adoption within Q1 2026**.
- **Reduced installation time by 30%** by transitioning from a two-person web-based workflow to a streamlined single-user mobile installation journey.
- Improved design efficiency by **leveraging Claude and VS Code** to build a scalable design system with tokenized components, reducing inconsistencies and enabling consistent, seamless user flows that enhanced user trust, **leading to AI adoption**.
- Partnered with product, engineering, and data science teams to translate complex network workflows into intuitive user experiences, improving operational efficiency.

UI/UX Designer

August 2023—Jan 2025, Delhi, India

Smart Energy Water (SEW)

- Recognized with the **“Pat on the Back” Corporate Award** for consistent delivery of high-impact design work and successful cross-functional collaboration.
- Delivered high-fidelity prototypes and production-ready designs across multiple features, ensuring seamless collaboration with engineering teams and maintaining design consistency.
- Contributed to enterprise solutions for Tata Power and Solstice Gas by redesigning web dashboards and aligning interfaces with existing design systems and brand guidelines.

UI/UX Designer

August 2022— August 2023, Mumbai, India

HDFC Life

- **Increased product adoption by 25% and downloads by 35% in 90 days** by delivering a mobile-first “Login to Conversion” enterprise sales platform and **training 1,500 users** within one month, improving insurance conversion efficiency.
- Conducted field research with sales teams to identify workflow inefficiencies, translating insights into optimized user journeys that reduced task friction.
- Designed wireframes, interaction flows, and high-fidelity prototypes to streamline complex insurance sales processes and reduce task friction.
- Collaborated closely with product managers, engineers, and sales-tech stakeholders to align business goals with user needs and deliver scalable design solutions.
- Presented weekly design walkthroughs and feedback sessions with cross-functional teams to refine features and ensure successful product implementation.

SKILLS

Product Design: UX Strategy, Interaction Design, Information Architecture, Design Systems

Research & Data: User Research, Usability Testing, A/B Testing, Data-driven Design

Technical: Design Tokens, Developer Handoff, HTML/CSS Basics, VS Code, Claude

Tools: Figma, Adobe Suite, Balsamiq, Notion

EDUCATION

Bachelor of Design in Product Design

National Institute Of Fashion Technology, (NIFT) - Mumbai, India

Achievements & Certifications

“Pat on the Back” Corporate Award — Smart Energy Water

Awarded “Pat on the Back” for delivering high-impact enterprise design solutions across multiple client projects.

Meritorious Student Rank 1 — National Institute of Fashion Technology (NIFT), Mumbai

Awarded for outstanding academic performance during graduation.

UX Design Specialization — International Institute of Information Technology Bangalore (IIIT-B)

Focused on user research, interaction design, usability testing, and design thinking methodologies.