

Abhimanyu Arya

Senior Product Designer

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SUMMARY

Senior Product Designer with **4+ years** who has taken a platform from nothing to 50,000 users, rebuilt funnels that doubled revenue, and diagnosed collapsing engagement by going into actual classrooms instead of reading dashboards. Finds where problems live, designs the right fix, and iterates until the numbers prove it. Works across EdTech, FinTech, and Enterprise SaaS — uses AI daily to ship production-ready work independently, without losing judgment.

WORK EXPERIENCE

Allen | Product Designer → Senior Product Designer

Apr 2023 – Jan 2026 | Bangalore

Live Class Platform, Mobile and Web

- Built Allen's live class platform from scratch as the only designer on the product — no design lead, no playbook — taking it from first field visits and MVP to a platform serving **50K+ students** and **8K+ teachers** across mobile and web.
- Designed one system for two users with completely opposing needs. Teachers needed speed, control, and predictability. Students needed motivation and a reason to stay. Built distinct journeys and logic for each, inside one shared product.
- After launch, diagnosed an engagement drop (attendance **38% to 25%**, sessions **28 to 18 minutes**) through live classroom observation. Found that when a doubt went unresolved, students left. Redesigned the doubt resolution flow as the immediate fix. Attendance recovered to 47%, sessions to 32 minutes.
- Introduced motivation and engagement systems including session-scoped leaderboards, shipped in close collaboration with product and engineering. Attendance reached **72%**, average sessions **44 minutes**.

Doubtnut Growth Platform, Growth and Conversion

- Cut low-intent leads from **1,000 to 120 per day** and scaled high-intent conversions from **15 to 50+ per day** through progressive form redesign and A/B testing.
- Redesigned Doubtnut's homepage, content discovery, and video entry points — turning it from a place students visited to resolve one doubt into a platform they stayed on to keep learning. Engagement lifted **3x**, thumbnail CTR doubled.
- Optimized purchase journeys by surfacing teacher credibility, syllabus depth, and social proof before payment decisions. Sales and revenue doubled.

Navi | Product Designer

Jun 2022 – Feb 2023 | Bangalore

- Redesigned health insurance renewal end-to-end, increasing in-app renewals from **48% to 95%** and early renewals from **12% to 40%** by eliminating dependency on call centers through proactive reminders and pre-filled journeys.
- Made Super Top-up insurance legible by mapping exactly what the base plan covered, where the gap was, and when top-up would actually matter. Sales grew **3x**, logins **2x**.
- Designed error states for every payment failure path. Because that is where trust is most fragile.

PeopleStrong | User Experience Design Intern

Jan 2022 – May 2022 | Gurgaon

- Designed enterprise HR approval workflows for **50K+ global users**, consolidating multi-screen flows into single-view decision panels and cutting task completion time **30%** in moderated usability testing.
- Authored **RTL UX** and **WCAG 2.1 AA** accessibility guidelines for Middle East localisation — directional systems, bidirectional text, forms, data tables, and motion behavior across enterprise product surfaces.

EDUCATION

M.Des, Experience Design National Institute of Fashion Technology

2020 – 2022 | New Delhi

BFA, Visual Communication College of Art, Delhi University

2015 – 2019 | New Delhi

SKILLS

Design Interaction Design · UX Flows · Information Architecture · High-Fidelity Prototyping · Mobile & Responsive Design · Design Systems · 0 to 1 Product Ownership · Accessibility (WCAG 2.1 AA, RTL)

Research Field Research & Live Observation · User Interviews · Usability Testing · A/B Testing · Funnel Analysis · Insight Synthesis · Conversion Optimisation

Tools Figma · Framer · ProtoPie · Rive · Adobe Illustrator · Photoshop · Miro · Notion · Jira

AI and Shipping Built and deployed abhimanyuarya.com — designed in Figma, coded with Claude, version-controlled in GitHub, deployed on Vercel with a custom domain. No engineer. Daily tools: Figma AI · Figma Make · ChatGPT · Claude · Perplexity · Vibe Coding.