

Avish Shetty

Product Designer

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SUMMARY

Product Designer with 4+ years across SaaS, edtech, fintech, and Web3. I solve user problems through research, systems thinking, and iterative design — always tying decisions back to business outcomes.

EXPERIENCE

Designer

Dec 2024 — Present

BigBlock Theory • Bengaluru, IN • Web3 Community Management Agency

- Identified a core operational problem: the team had no reliable system to track content output across **10+ clients**, leading to missed posts and inconsistent publishing. Designed and shipped an internal content dashboard that centralised scheduling and performance tracking, reducing coordination overhead by **40%**.
- Noticed that content turnaround was bottlenecked by manual podcast clipping. Conceptualised, designed, and shipped Clip Cutter — an AI-powered tool built with Claude Code that auto-extracts short-form clips from YouTube and Twitter/X — owning the full product lifecycle from research and wireframes to production deployment, cutting clip turnaround time **~75% faster**.
- Defined visual systems and component guidelines for each client to solve brand inconsistency — enabling the team to publish at scale without quality degrading over time.
- Ran stakeholder interviews and community feedback loops to align design output with campaign objectives.

Product Designer

Apr 2022 — Dec 2024

ForeignAdmits • Bengaluru, IN • Edtech / Study Abroad Platform

- The Education Loan application was long and opaque, causing high drop-off among students. Led end-to-end redesign — ran user interviews, mapped pain points across the journey, simplified the flow to **3 steps**, and reduced completion time to **under 2 minutes**, driving a measurable increase in platform conversions.
- Students were abandoning the Accommodation and Forex flows due to decision fatigue and unclear information hierarchy. Redesigned both products using usability testing and heatmap data to surface the right information at the right moment, improving task completion rates by **25%**.
- Built and maintained a Figma design system — components, interaction patterns, accessibility guidelines — to solve inconsistency across a fast-moving product team shipping across multiple surfaces.
- Collaborated daily with PMs and engineers to pressure-test designs against technical constraints, reducing back-and-forth in dev handoff and keeping the team moving fast without sacrificing quality.
- Designed a pitch deck that contributed to securing **₹3 Cr** in fundraising by clearly communicating product vision and traction to investors; marketing materials increased partner engagement by **60%**.
- Ran A/B tests on **10+** Webflow landing pages — testing headlines, CTAs, and layouts — to optimise conversion and inform future design decisions with real user data

SKILLS

UX METHODS	User Interviews • Usability Testing • A/B Testing • Persona Creation • User Journey Mapping • Information Architecture • Accessibility (WCAG) • Heatmap Analysis
DESIGN TOOLS	Figma • Adobe XD • Adobe Creative Suite • Jitter
NO-CODE	Framer • Webflow
AI TOOLS	Claude • Claude Code • ChatGPT • Cursor • Midjourney • Imagen • ElevenLabs • Veo
COLLABORATION	Cross-functional teamwork • Design reviews • Stakeholder presentations • Design critique facilitation

EDUCATION

B.E. - Electronics and Communication Engineering

Jul 2022

NMAM Institute of Technology, Udupi - CGPA 7.47

CERTIFICATIONS

UI/UX Design Cohort — 10k Designers

2023