

# Naman Phadnis

+91 8269960091 | phadnis.naman@gmail.com | namanphadnis.design | linkedin/namanphadnis

## Professional Summary

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Product Designer specialized in visual design and accessibility. Experienced in working within fast-moving startup teams, using a combination of design tools like Figma, AI tools for support, and expertise in UX design and research to deliver quality designs fast. 4+ years of experience across the United States and India, designing for 100M+ users in fintech, edtech, AI, and background verification products. Currently based in India and open to global roles, remote or on-site.

## Work Experience

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### Equal

Product Designer

Hyderabad, India

Oct 2024 – Present

- Designed user flows for India's largest Account Aggregator while being fully compliant with RBI regulations, with successful deliveries to 120+ top financial institutions in India like SBI, HDFC Bank, and ICICI Bank.
- Improved the UX of Equal's KYC/KYE verification platform for 70M+ users while working closely with developers to increase monthly data transactions by 26M in 6 months.
- Created the alpha version of an upcoming B2C AI call assistant app, with full ownership of v1 features, including research, design, and testing.
- Designed and launched responsive pages for multiple live company websites on Webflow, improving UX, visuals, and ease of navigation while maintaining brand guidelines.

### USAfrika

Product Designer

Austin, USA

Feb 2024 – Jul 2024

- Designed a video conferencing mobile app enabling easier communication between under-represented african communities of 5M+ people globally.
- Improved user satisfaction scores during design sprint feedback by leading the creation of new features like emoji reactions, sliding drawers, and meeting hand raise, resulting in increased engagement.
- Lowered projected development time by 25% through seamless design deliveries and by maintaining design systems, in collaboration with developers and product managers in design scrums.

### Rebecca Everlene Trust Company

Product Designer

Chicago, USA

Sep 2023 – Feb 2024

- Led a team of UX designers to design a web application for kids, in collaboration with artists, developers, voice artists, and the product team - ensuring WCAG 2.0 accessibility standards throughout.
- Analyzed and removed 100+ usability errors from a website and video game UI through heuristic evaluation.
- Enhanced a website's user experience using design sprint methodologies - redesigning the content, improving accessibility, and establishing design systems, resulting in a bounce rate reduction of ~15%.
- Performed contextual research and market analysis sessions to identify design trends and pain points.

**FJ Lennon**  
Product Designer

**College Park, USA**  
Sep 2023 - Feb 2024

- Improved an educational video game's replayability by 450% by redesigning it using research data from the current generation of players, aged 4-10.
- Codedesigned and tested Figma prototypes with 12 child users, acquiring feedback through contextual inquiry, likes/dislikes play sessions, and layered elaboration to make improvements during agile design sprints.
- Adjusted 20+ MDA and ethics errors by hosting expert review interviews with 7 game industry veterans.
- Increased in-game interactions by over 300%, resulting in positive feedback from the client and test users.

## Education

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**University of Maryland**  
Master of Science in Human-Computer Interaction | GPA 4.0/4.0

**College Park, USA**  
Aug 2021 - May 2023

Notable projects:

*UMD Overwatch App* - High-fidelity app as an independent communication channel for the University's Esports team.  
*iSchool Identity* - Increased student interest by 16k+ new prospects for the department of Information Studies through user interviews and by providing actionable insights through affinity diagrams, identity models and relationship models.  
*Social Media Marketing* - Designed social media posts for UMD Dining and hosted stands at campus events to increase follower conversion rate by 200+ followers/semester

**SRM Institute of Science and Technology**  
Bachelor of Technology in Computer Science & Engineering | CGPA 7.8/10.0

**Chennai, India**  
Aug 2016 - Jun 2020

Notable Projects:

*IceMania* - 3D puzzle platforming video game designed in Unity 3D  
*Dodgeit!* - Endless runner video game designed in GameMaker Studio

## Awards

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1st place: UXTerps Design Hackathon by CommunicateHealth Inc. (2023)  
2nd place: UXTerps Design Hackathon by VISA (2022)

## Certificates

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Social & Behavioral Research: Basic/Refresher, CITI Program (2021)  
Video Game Design & Balance: Rochester Institute of Technology (2018)  
Microsoft Major League Hacking: Student Workshop (2018)

## Skills

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*UX Design:* UI Design, Prototyping, Visual Design, Wireframes, Design Systems, Interaction Design, Responsive Web Design, Agile Development, Design Sprints, Graphic Design, AI Design, Icon and Illustration Generation  
*UX Research:* Interviews, A/B Testing, Usability Testing, Accessibility Testing, Contextual Inquiry, Affinity Diagram, Personas, Journey Maps, Storyboarding  
*Tools:* Figma, Webflow, Jira, Miro, Capcut, Maze, Photoshop, ChatGPT, Claude, Lovable AI, Cursor AI  
*Miscellaneous:* Game Design, Video Editing, Illustration Generation, Marketing, Social Media Management