

Naman Phadnis

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Professional Summary

Product Designer with 4+ years of experience designing and shipping B2B and B2C products across fintech, AI, background verification, and edtech in India and the US. Experienced in end-to-end product design for platforms serving 100M+ users, with strengths in interaction design, visual design, design systems, accessibility, user research, prototyping, and AI-assisted design workflows.

Work Experience

Equal
Product Designer

Hyderabad, India
Oct 2024 – Present

- Led product design for OneMoney, India’s largest Account Aggregator platform, designing regulated financial data-sharing experiences customized for 120+ financial institutions including SBI, HDFC Bank, and ICICI Bank, supporting \$2.34M in revenue.
- Increased monthly data transactions by 26M+ within 6 months by redesigning core KYE background verification experiences across mobile and desktop, serving 70M+ users.
- Designed Equal AI’s onboarding experience and visual system, and built its Webflow website from concept to launch, leading up to Equal’s \$30M Series B funding.
- Managed two design interns while building an AI-assisted design system in Claude to standardize workflows across fintech and background verification products, automating ~30% of design work.

USAfrika
Product Designer

Austin, USA
Feb 2024 – Jul 2024

- Designed the end-to-end interface for a video conferencing mobile app serving underrepresented African communities with a potential market of 5M+ users globally.
- Led the design of engagement features - emoji reactions, sliding drawers, and hand raising functionality - driving increased user interaction across the platform.
- Reduced projected development time by 25% by maintaining scalable design systems and streamlining design handoffs with developers and product managers.

Rebecca Everlene Trust Company
Product Designer

Chicago, USA
Sep 2023 – Feb 2024

- Led a UX design team in designing an accessible web application for children, collaborating cross-functionally with artists, developers, voice artists, and product stakeholders while meeting WCAG 2.0 standards.
- Identified and resolved 100+ usability issues across platforms through heuristic evaluations and accessibility reviews.
- Reduced website bounce rate by ~15% by redesigning information architecture and content, improving accessibility, and establishing a reusable design system.
- Conducted contextual research to identify user pain points and translate findings into product design improvements.

FJ Lennon
Product Designer

College Park, USA
Sep 2023 – Feb 2024

- Increased an educational game's replayability by 450% by redesigning the experience using behavioral research with children aged 4–10.
- Co-designed and tested Figma prototypes with 12 child users through contextual inquiry, play-testing, and layered elaboration across iterative design sprints.
- Identified and resolved 20+ gameplay and ethics issues through expert reviews with 7 game-industry professionals.
- Increased in-game interactions by 300%+ through research-driven UX improvements, validated through usability testing and client feedback.

Education

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

College Park, USA
Aug 2021 – May 2023

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

Chennai, India
Aug 2016 – Jun 2020

Skills

Product Design: End-to-End Product Design, UI/UX Design, Interaction Design, Visual Design, Product Strategy, Product Thinking, Information Architecture, User Flows, Wireframing, Rapid Prototyping, Responsive Design, Mobile Design, Design Systems, Accessibility, SaaS, B2B, B2C

Research & Analytics: User Research, User Interviews, Usability Testing, A/B Testing, Product Analytics, Data-driven Design, Accessibility Testing, Contextual Inquiry, Heuristic Evaluation, Personas, Journey Mapping, Affinity Mapping

Collaboration & Delivery: Cross-functional Collaboration, Stakeholder Management, Design Handoff, Agile, Design Sprints

AI & Tools: Figma, Webflow, Jira, Miro, Photoshop, ChatGPT, Claude, Lovable AI, Generative AI, AI-assisted Design

Awards

1st Place — UXTerps Design Hackathon, CommunicateHealth Inc. (2023)

2nd Place — UXTerps Design Hackathon, Visa (2022)