

Gaurav Santosh Nemade

Product Designer

WORK EXPERIENCE

Product Designer II

May 2025 — Present

Gray Swan AI, Pittsburgh, PA

- Founding team member spearheading the end-to-end design of the B2E AI Security Suite for policy enforcement and automated red teaming of agentic systems, and Gray Swan Arena, a B2C platform with 13,000+ users competing to red team frontier AI models.
- Led design strategy in close partnership with AI and product teams across the full product lifecycle, ensuring design decisions prioritized trust, transparency, and safety while shaping roadmap direction and long-term product vision.
- Increased adoption by 47% on the B2C product by identifying and delivering Proving Grounds as a new strategic product pillar, reducing barrier to entry for AI red-teaming and expanding the platform beyond expert-only workflows.
- Established core design patterns and information architecture from the ground up, adapting a pre-built design system to real product use cases and laying the foundation for scalable, multi-surface development.
- Advocated for user needs by identifying workflow gaps, aligning complex security concepts with user mental models, and securing stakeholder buy-in.
- Delivered highly interactive prototypes using Cursor and Figma MCP to simulate complex workflows, accelerate validation, and de-risk product decisions ahead of engineering implementation.

Product Designer

Oct 2024 — May 2025

Princeton University, Princeton, NJ

- Drove the end-to-end design and launch of TigerData, a B2E SaaS data management product adopted by 4,000+ researchers, accelerating data tagging by 5x by replacing a manual white-glove process with a self-serve workflow.
- Improved project discovery and visibility across hundreds of university projects by redesigning TigerData's dashboard and establishing a design system that enabled consistent, scalable iteration across the product.
- Secured stakeholder buy-in by presenting concept designs alongside a product roadmap that aligned 30+ stakeholders on priorities, trade-offs, and a testing plan with key and guardrail metrics.

Product Designer

Oct 2024 — Apr 2025

Human-Computer Interaction Institute (CMU), Pittsburgh, PA

- Designed and evaluated strategic social and psychological persuasive design interventions to reduce toxicity in online gaming through a longitudinal study with 40+ participants.
- Developed and researched targeted introspective techniques that reduced toxic behaviors in fast-paced multi-player online gaming by fostering self-growth, demonstrating positive effects in nearly 64% of participants.

Systems Engineer

Jul 2021 — Jun 2023

Tata Consultancy Services, Mumbai, India

- Led the implementation of an automated CCM platform across banking, finance, and insurance workflows, reducing turnaround time by 66% while simplifying integrations and improving system maintainability.

CONTACT

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EDUCATION

Carnegie Mellon University

Aug 2023 - Aug 2024

Master of Human-Computer Interaction

University of Mumbai

Jul 2017 - May 2021

Bachelor of Engineering, Electronics and Telecommunication

SKILLS

Design:

Visual Design, Interaction Design, Design Systems, UI Design, Rapid Prototyping, Design Strategy, Information Architecture, Sketching

User Research:

Contextual Inquiry, Usability Testing, Concept Validation, Journey Mapping, In-depth Interviews, Focus Groups, Data Analytics

Technical:

Cursor, Figma MCP, Claude Code, HTML, CSS, JavaScript, React, Python, Java

Tools:

Figma, Claude, ChatGPT, After Effects, Illustrator, Photoshop, Affinity, PostHog

PROJECTS

Future Farms

Shipped a mobile-responsive B2C e-commerce experience with personalized recommendations and a customer-centric subscription funnel, increasing engagement by 26% and retention by 33%.