Nishar Multani

Senior Product Designer | AI Product Design | Design Engineer (UI/UX)

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Available to join immediately | Open to remote, hybrid, on-site and relocation

PROFESSIONAL SUMMARY

Senior Product Designer and Design Engineer with 6+ years of experience designing and shipping SaaS, fintech, enterprise and Web3 products for web and mobile. Founding designer for DoubleTick, a B2B WhatsApp CRM used by 7,000+ businesses in 145+ countries, designing an AI-powered bot studio that lifted automation adoption by 50%. Sole founding designer for Jiraaf, a fixed-income investing platform that facilitated $80M+ in investment volume. Works AI-native end to end: AI-assisted research and ideation with Claude, ChatGPT and Gemini, then Figma designs turned into working, deployed prototypes and websites with Claude Code, Codex and Cursor (vibe coding), so teams test real interactions before engineering commits. Strong in product strategy, UX research, interaction design, design systems and close partnership with founders, product managers and engineers.

SKILLS

Product Design & UX: Product Strategy, UX Research, User Interviews, Usability Testing, Competitive Analysis, Journey Mapping, Information Architecture, User Flows, Wireframing, Prototyping, Interaction Design, UI Design, Visual Design, Dashboard Design, Data Visualization, Mobile App Design (iOS, Android), Responsive Web Design, Accessibility (WCAG), Design QA

AI Product Design: AI-Powered Features, Conversational UI, Chatbot and Automation Flow Builders, AI UX Patterns (transparency, user control, loading, error and fallback states), Prompt Engineering, Generative UI Exploration

AI-Assisted Building (Vibe Coding): Claude Code, OpenAI Codex, Cursor, v0, Lovable, Figma Make, Replit, Claude, ChatGPT, Gemini, Design-to-Code, AI-Assisted Prototyping, AI-Assisted UX Research and Synthesis, AI-Assisted UX Writing

Design Systems & Front-End: Design Systems, Design Tokens, Component Libraries, Atomic Design, Figma Variables and Auto Layout, MUI, Tailwind CSS, shadcn/ui, HTML, CSS, AI-Assisted Front-End Development (React, TypeScript, Astro), GSAP, Three.js (WebGL), Git, GitHub, Cloudflare Pages, Vercel

Tools: Figma, FigJam, Framer, Webflow, WordPress, Pen.dev, Miro, Jira, Adobe Photoshop, Adobe Illustrator, Sketch

Domains: B2B SaaS, CRM, Marketing Automation, Fintech, Investing and KYC, Enterprise Dashboards, Web3 and NFT Marketplaces

EXPERIENCE

Creative Designer | Pollnick Create GmbH & Co. OHG

Oct 2025 – Oct 2026

Remote

- Designed and built responsive marketing websites and landing pages in Figma and Framer, taking pages from concept to production with responsive layouts and interactions.
- Designed pitch decks and sales presentations that turned complex offerings into clear visual stories for client pitches.
- Produced social media, print and brand assets with a consistent visual language across digital and print touchpoints.
- Used AI tools (Claude, ChatGPT, Gemini) for market and competitor research, content directions and concept exploration, shortening early-stage ideation.

Lead Product Designer (Founding Designer) | QuickSell & DoubleTick

Jun 2024 – Jul 2025

Mumbai, India (Remote)

- Led the design function for DoubleTick, a B2B WhatsApp CRM and marketing automation platform, as it scaled from a regional tool to 7,000+ businesses in 145+ countries; owned product strategy, user research, UX/UI and design system architecture.
- Designed the AI-powered bot studio (no-code chatbot builder with searchable flows, folders, bulk actions and linked bot flows) and broadcast workflows, driving a 50% increase in automation adoption and making automation a primary revenue driver.
- Reduced time-to-value by 35% by redesigning onboarding, Excel contact imports and template discovery, removing setup friction that caused early churn.
- Architected an MUI-based design system and activity-logging framework with component documentation, tripling product delivery velocity (3x) while reducing design debt.
- Designed enterprise analytics dashboards, customer segmentation, advanced filters and data-heavy tables, plus the product marketing website.

- Partnered with the CEO on roadmap and go-to-market priorities and with engineering on feasibility and performance; ran usability testing, design QA and async design reviews. Design improvements contributed to a 4.8/5 G2 rating, 6-minute average sessions and enterprise customer wins.

Interaction Designer | Napses Technologies and MVP Rockets — Jun 2021 – Jun 2024
Bengaluru, India (Remote)

- Led design for 5+ concurrent SaaS, fintech and enterprise products and mentored a team of 4 designers, working with product managers and engineers in a distributed team.
- **Jiraaf (fintech):** sole founding designer who took a fixed-income investing platform from concept to launch; designed investment discovery and comparison, 3-step automated KYC, checkout, portfolio and repayment tracking and a partner workspace across web and mobile, helping facilitate $80M+ in investment volume and a 20% increase in repeat investor engagement.
- **Telkomsel (enterprise):** designed an HR performance dashboard for Indonesia's largest telecom that automated regional performance tracking and account management, contributing to a 30% reduction in operational costs.
- Built a company-wide design system on Tailwind CSS and Atomic Design, increasing design team output by 40% and cutting design-to-development handoff time and UI inconsistencies.
- Established research and quality practices: usability testing, heatmaps, journey mapping, component specs, UI reviews and pre-release walkthroughs.

UI/UX Designer | Cipher Craft Pvt. Ltd. — May 2020 – Jun 2021
Rajkot, India

- Designed and shipped web and mobile MVPs for early-stage startups through competitive research, core user flows, high-fidelity UI and detailed design specifications that reduced post-launch issues.

Freelance UI/UX Designer | Self-employed (Dribbble) — Nov 2019 – Jun 2020
Rajkot, India

- Delivered end-to-end UX/UI for SaaS, web and mobile clients, from research and wireframes to prototypes, high-fidelity UI and Atomic Design systems.

Freelance and Contract Product Designer — Jun 2021 – Apr 2023
Remote (part-time)

- **seed.photo, Australia** (Senior UX/UI Designer, Jul–Dec 2022): redesigned NFT listing and minting for photographers, cutting completion time by 40%, and introduced wallet-connection UX patterns.
- **UPYO** (UX/UI Designer, Feb–Oct 2022): designed web and mobile experiences for a Middle East NFT marketplace during its $1M seed round, covering research, navigation, prototypes and high-fidelity UI.
- **24Task** (Senior UX/UI Designer, Jun 2021–Oct 2022): led end-to-end UX/UI for a freelance marketplace, improving usability, visual consistency and responsive behavior.
- **Oniex Agency and Piqo Design** (UI/UX and Creative Designer, 2022–2023): created SaaS and Web3 product concepts with 100,000+ views, a 45% lift in Dribbble shot engagement and 10+ featured designs.

SELECTED PROJECTS

nishar.xyz – Portfolio Designed and Engineered with AI — 2026

- Designed in Figma and vibe-coded with Claude Code and OpenAI Codex on Astro, React, TypeScript, Tailwind CSS, Three.js (React Three Fiber) WebGL shaders, GSAP and Lenis smooth scrolling.
- Shipped on Cloudflare Pages and Vercel with a staging-to-production review workflow, plus JSON-LD structured data and an llms.txt file for search and AI answer-engine visibility.
- Hosts long-form case studies for DoubleTick, Jiraaf and Groww.

Groww Watchlist Redesign (Independent Case Study)

- Redesigned stock watchlists for a leading Indian investing app using heuristic review, task analysis and a competitive benchmark of 4 investing apps (Groww, Dhan, INDmoney, Fyers) across 9 watchlist features.
- Delivered 10 high-fidelity screens across 5 connected flows on a 3-level structure (list, group, stock) designed to scale to 30–50+ stocks and 5–10+ watchlists, with named groups, inline edit, pin and sort, and multi-select adding to a chosen group.

EDUCATION AND CERTIFICATIONS

Bachelor of Computer Applications (BCA) | Saurashtra University, Rajkot, India — 2017 – 2020

- Design Thinking: The Ultimate Guide; User Experience: The Beginner's Guide; Journey Mapping | Interaction Design Foundation (IxDF) | May 2022
- Digital Skills: User Experience | Accenture
- Mentorship Sessions in 10 Countries | ADPList | Jul 2022