

Ayush Parashar

Senior Product Designer

Engineer-turned-designer. 8 years building digital products that scale globally. I blend human-centred design with AI — turning complexity into clarity, and data into intuitive experiences.

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Project Links

- [Rebranding- Pathvifarms](#)
- [Nykaa - SuperStore](#)
- [JustCall - Compliance Center](#)

Industry Knowledge

- Product Design & UX Research
- Interaction & Motion Design
- Generative UI Design
- Vibe Code with Claude & Design.md
- Design System with Tokens & Variables
- AI-Native Design systems
- UX for AI-First products
- UX Research & Insight
- Synthesis
- Behavioural Research & Product Strategy
- Motion with Figma, Aftereffect & Rive

Tools & Technologies

- Figma, FigJam, Sketch,
- Claude, Uxpilot, Illustrator,
- After Effects, Framer, Amplitude

Languages

- English & Hindi

EXPERIENCE

Senior Product Designer

Atlys October 2024 - October 2025 | Delhi - Remote (Hybrid)
I lead the Atlys Business (B2B division) & Enterprise business. I was responsible for creating another zero-to-one business from scratch, working with cross functional teams across board. Atlys closed the B2B division to focus on B2C entirely by end of 2025.

Product Designer - II

SaaS labs pvt. ltd | JustCall May 2023 - October 2024 - Remote (Hybrid)
I played key role in establishing the new design system for the SaaS Product revamp. Working with Cross functional teams across products. I worked on revamping JustCall user flows such as Onboarding, Compliances, Global Search, Mini-CRM, and Integrations. Additionally, I took care of UX Copies across projects in teams.

Product Designer

Nykaa E-Retail pvt. Ltd. May 2021 - April 2023 | Gurugram - Remote (Hybrid)
At Nykaa SuperStore, I contribute to the eB2B business platform for retailers, maintain the Design system for the SuperStore app, and handle core UI/UX components. My responsibilities include Product Listing (PLP), Product Detail (PDP), Shopping Cart, and User Onboarding. Conducted User Testing on realistic scenarios to evaluate app features in Lucknow & Delhi NCR.

Brand & UI Designer

6Degree - Protinus Fashion Network April 2020 - April 2021 | Bangalore
I led the creation of a custom SaaS technology platform for fashion designers, established a universal brand identity, and designed the Flagship Dashboard for Honeycomb and aarambh.shop marketplace.

Product Designer

Gamezop - AdverGame Technologies Pvt Ltd. Jan 2019 - Mar 2020 | Delhi
The creative mind behind the real money gaming platform for gamezop. Bringing playfulness & consistency on the platform for better usability & experience. Additionally, working with the Ad-ops team to produce new ideas for company branding, promotional campaigns, and marketing communication.

EDUCATION

B.Tech - Information Technology

BBDNITM - AKTU | Lucknow

2014 - 2018