

SIMRAN VERMA

Product Designer · UX/UI & Design Systems · Fintech, Health-tech, Enterprise AI

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SUMMARY

Product designer focused on craft and clarity across complex, technical domains — fintech, health-tech, and enterprise AI. I pair strong interaction and visual design with user research and design systems to turn unfamiliar, high-stakes problems into interfaces that feel obvious to use. Comfortable end to end: research, prototyping, accessibility, and shipping polished product alongside engineering.

EXPERIENCE

Quartic.ai

May 2024 – Present

Product Designer II (promoted from Product Designer I, Apr 2025)

Decision-intelligence platform bringing AI to manufacturing operations.

- Design enterprise AI products used by **50K+ users** across Fortune 500 manufacturers including Colgate, GSK, and Organon.
- Built and maintain the **design system**, cutting design-to-dev handoff time by **40%** across the product suite.
- Partner with ML engineers to translate autonomous-manufacturing algorithms into dashboards operators use without training — work that contributed to **\$2M+ in closed deals**.
- Design AI analytics dashboards for predictive maintenance, helping plant teams catch quality issues before they become costly failures.

HiLabs

Jun 2023 – Apr 2024

Product Designer I

US healthcare data-quality platform.

- Designed across multiple products for the US healthcare market, serving **10K+ providers**.
- Ran **30+ provider interviews** to ground design decisions in real clinical workflows.
- Built **WCAG 2.1 AA** accessibility into every design, keeping the platform usable for all providers.

Shelfpay

Dec 2022 – Jun 2023

Founding Product Designer · Y Combinator (S22)

Group-payments app for splitting and settling shared expenses.

- Designed the product end to end and built the **design system and brand identity from scratch**: color, typography, components, and design language.
- Reframed the product around *settling* shared money rather than just splitting it, designing pooled-wallet flows that lifted payment completion by **60%**.
- Designed onboarding that held **80% day-1 retention** as the product scaled from zero to 5,000 users in six months.

Appsecure

Jun 2022 – Nov 2022

Product Design Intern

- Designed a bug-bounty platform for ethical hackers, shaping vulnerability submission and review flows for a highly technical audience and improving submission success rates by **40%**.

SKILLS

Tools: Figma, FigJam, Miro, ProtoPie, Storybook, Framer, Webflow, Wix, Maze, Mixpanel

Craft: Design systems, Advanced prototyping, Information architecture, Wireframing, Interaction design

Process: User research, Usability testing, Data-driven design, Cross-functional collaboration, 0 → 1 product discovery

Domains: Enterprise AI, Fintech, Health-tech, Developer & security tools

EDUCATION

B.Tech, Jaypee University of Information Technology

Self-taught product designer — designing since 2020.