Sachin Kawa

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PROFESSIONAL SUMMARY

Senior Product Designer with 6+ years of experience leading end-to-end product design for consumer and enterprise applications across web, mobile, and design systems. Proficient in Figma, user research, usability testing, interaction design, and AI-assisted prototyping. Skilled at facilitating cross-functional collaboration with product managers, engineers, and stakeholders to deliver intuitive, accessible, and WCAG-compliant user experiences. Experience spans healthcare, telecommunications, and consumer marketplace products at Eli Lilly, Verizon, and ExpertVoice.

RELEVANT EXPERIENCE

Eli Lilly, Senior Product Designer
United States| 11/2025 – Present

- Accelerated end-to-end product design delivery by pairing Claude and Figma Make to generate interactive prototypes and production-ready component specs, cutting design-to-development handoff time by 35% and shipping key automation features 2 sprints faster than baseline.
- Set product direction for a centralized clinical trial document platform by facilitating a Figma design workshop with 20+ stakeholders, delivering a prioritized automation backlog that cut planning cycle time by 40%.
- Led workflow redesign for clinical document handoffs, designing automated orchestration with notifications and readiness signals that reduced coordination meetings by 50% and accelerated IRB submission prep by 60%.
- Shaped the automation product roadmap with cross-functional subject matter experts, defining high-impact epics for submission packages, IRB extraction, and ICF metadata capture that aligned design strategy with $4.8M in projected annual savings.
- Translated an auto-detect documents concept into implementable requirements with metadata architecture for SharePoint and eTMF integration, reducing engineering discovery time by 25% and eliminating 15+ manual hours per clinical trial.
- Elevated leadership visibility through trial-level dashboards and reporting concepts, reducing ad-hoc status requests by 45% and improving decision support across 200+ active clinical studies.

ExpertVoice, Product Designer
United States| 03/2025 – 10/2025

- Automated Project Manager workflows across 4 campaign types, cutting setup time by 80% and helping teams handle 200 monthly actions faster while scaling campaign launches.
- Executed 15+ user interviews and usability testing sessions to identify navigation gaps such as unclear menu labels and hidden features, redesigning navigation hierarchy and information architecture that increased task completion by 60%.
- Built a cloning feature to accelerate the org setup process, removing redundant steps and saving 20 minutes per org creation while increasing usability by 40% and improving overall workflow efficiency.
- Implemented AI-assisted prototyping using ChatGPT and v0.dev, cutting 18 hours per sprint and reducing iteration cycles by 25% for faster feedback loops.
- Facilitated cross-functional alignment with product managers and engineers through regular syncs and feedback loops, accelerating delivery schedules and improving release predictability.

Verizon, Product Designer
United States| 09/2024 – 02/2025

- Created 20+ Figma components within a governed design system to standardize design patterns, improving cross-product interface consistency by 95% across the organization.
- Led the redesign and testing of a rebranded order tracker component as part of Verizon's design system update, achieving 100% WCAG AAA compliance and an inclusive experience for millions of users.
- Implemented design system library governance with weekly reviews to reduce design rework and accelerate adoption, boosting design consistency across 6+ global teams.
- Audited post-handoff builds to protect design intent, reducing front-end QA time by 20% and accelerating development cycles.

ExpertVoice, Product Designer
United States | 06/2024 – 08/2024

- Designed a "Year in Review" user flow with the activation team targeting 290,000+ expired memberships, boosting user retention by 42% through clarified steps and messaging.
- Collaborated with senior designers, researchers, product managers, and developers in a scrum cadence to enhance the Detailed Transaction Report page, increasing invoice downloads by 35%.
- Conducted 20+ user interviews via Pendo and Lyssna to gather insights, strategizing design fixes that boosted team registrations by

30% and reduced drop-offs by 20%.

- Established reusable design patterns and responsive rules across devices, raising cross-platform consistency by 40% and reducing UI variance for web, mobile, and wearable experiences.

Cohart, Product Designer
United States | 07/2022 – 04/2024

- Designed an art price calculator achieving 78% accuracy through user research and iterative usability testing with artists, launching a tool that increased platform art sales by 18% within the first quarter.
- Reduced pricing errors by 22% by auditing existing formulas and analyzing 10+ competitor pricing tools, implementing a streamlined calculator that improved new artist onboarding completion rates.
- Conducted 50+ user interviews with artists to identify pain points and feature priorities for the creative marketplace, implementing tailored solutions that decreased churn rate by 15% among core users.
- Led usability testing with 25 artists, iterating wireframes based on feedback to optimize the pricing tool interface, increasing user engagement by 20% and improving post-launch retention.

The Data Duck, Product Designer
India | 08/2020 – 08/2022

- Increased Product Detail Page conversions by 26% through A/B testing of hierarchy, copy, and CTAs on high-traffic pages serving 50K+ monthly visitors.
- Redesigned category navigation and filtering system for 500+ handbag products, implementing intuitive sort options and visual filters that increased product discovery engagement by 40%.
- Conducted 20+ user interviews and UX audits to identify friction points across the checkout funnel, implementing fixes that improved end-to-end task success rate by 35%.
- Led design for a booking system, collaborating with a 5-person engineering team through iterative sprints, shipping features that increased active users by 52% within 3 months post-launch.

TOOLS & SKILLS

Product Design: End-to-end product design, interaction design, information architecture, wireframing and prototyping, visual design, design systems, design systems governance, UX writing, responsive design, inclusive design, accessibility (WCAG), auto layout, cross-platform design (iOS, Android, mobile web).
Research Methods: User interviews, usability testing, customer journey mapping, heuristic evaluation, contextual inquiry, A/B testing, affinity mapping, competitive analysis, benchmarking.
Design and Research Tools: Figma, FigJam, Zeplin, Jira, Framer, Miro, Axure, ProtoPie, Adobe XD, Webflow, Maze, Lyssna, Dovetail, Pendo, Qualtrics, Google Analytics, Hotjar
AI and Automation Tools: Claude, Claude Code Figma Make, V0.dev, Lovable, ChatGPT, Cursor, Copilot.
Web Technologies: HTML, CSS, JavaScript, React Frameworks.

EDUCATION

Master of Science in Human-Computer Interaction | Indiana University Indianapolis | GPA 4.0 |May 2024
Bachelor of Science in Information Technology | Mumbai University | GPA 4.0 |May 2019