Sachin Kawa

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PROFESSIONAL SUMMARY

Senior Product Designer and UX Designer with 6+ years designing complex, workflow-heavy products across enterprise, B2B SaaS, and consumer. I own work end-to-end, from user research and stakeholder workshops through interactive prototypes, engineering handoff, and post-launch iteration, on web and mobile. Recent work includes enterprise clinical-operations tools for Eli Lilly (via Moral), design system components for Verizon, and B2B workflow redesigns at ExpertVoice. I prototype with AI tools, including Claude with Figma MCP, Figma Make, and v0.dev, to test ideas with users before engineering builds them.

RELEVANT EXPERIENCE

Senior Product Designer | Moral (client: Eli Lilly)
United States (Remote) | Nov 2025 – Present

- Sole product designer for Helix Dashboard, Eli Lilly's clinical trial document and inspection-readiness platform, designing 9 releases in 12 months (v2.0–v10.0) for global Trial Capabilities, Clinical Development, and Patient Engagement teams.
- Led 0⟶1 design of DocTrack from MVP workshops through v2.0, replacing manual tracking across Vault Clinical, SharePoint, and spreadsheets with one place to track documents at study, country, and site level.
- Ran 100+ hour-long usability sessions (10 per release) and weekly sessions with clinical subject-matter experts, turning regulated (Good Clinical Practice) requirements into tested workflows across both products.
- Partnered with the PM, business analyst, tech leads, developers, and testers on every release, QA-testing builds on the dev environment to protect design intent through implementation.
- Helped facilitate a 3-day cross-functional roadmap workshop that shaped Helix's 2027 direction, including human-in-the-loop automation concepts that move the product from flagging issues to resolving them in-app.
- Turned multi-day synthesis into same-day turnarounds by producing journey maps, concepts, and readout decks with Claude connected to Figma through MCP.

Product Designer | ExpertVoice (Contract)
United States (Remote) | Mar 2025 – Oct 2025

- Reduced campaign setup time by 80% across 200 monthly actions by redesigning Project Manager workflows with auto-configuration for 4 unique campaign types.
- Cut time per targeting action from 5 minutes to 1, and monthly PM effort from 40 hours to 10, with an explicit user targeting design shaped by a 12-PM workshop.
- Raised task completion by 60% by restructuring navigation and information architecture after 15+ user interviews and usability tests.
- Designed an AI-powered search tag generator in a 3-day hackathon with 2 engineers, building interactive prototypes in v0.dev, Bolt, and Lovable with confidence scores and explanations for each search tag.
- Saved 18 hours per sprint and shortened iteration cycles by 25% by introducing AI-assisted prototyping with ChatGPT and v0.dev.

Product Designer | Verizon (Contract)
United States (Remote) | Sep 2024 – Feb 2025

- Redesigned and usability-tested Verizon's rebranded order tracker, used by millions of customers, meeting WCAG AAA accessibility standards.
- Built 20+ reusable Figma components that established UX standards and design patterns for a governed, component-based design system.
- Set up design system governance meetings with weekly library reviews, speeding adoption across 6+ global teams and reducing design rework.
- Reduced front-end QA time by 20% by auditing post-handoff builds against design specs and filing 10+ Jira tickets to protect design intent through implementation.

Product Designer | ExpertVoice (Contract)
United States (Remote) | Jun 2024 – Sep 2024

- Designed a mobile Year in Review re-engagement flow for 290,000+ expired memberships, increasing retention rate by 42%.
- Raised user group registrations by 30% and cut drop-offs by 20% by synthesizing feedback from 20+ user interviews and usability sessions run through Pendo and Lyssna.
- Increased invoice downloads by 35% by redesigning the Detailed Transaction Report page (B2B) with product managers and engineers in a scrum cadence.

Product Designer | Cohart
United States (Remote) | Aug 2022 – Jun 2024

- Reached 68% pricing accuracy with a price estimation tool for an early-stage art marketplace startup, iterating wireframes and prototypes through usability tests with 25 artists.
- Reduced churn among core users by 15% by setting feature priorities from 50+ artist interviews.
- Reduced pricing errors by 22% by auditing pricing formulas and running a competitive analysis of 10+ pricing tools.

Product Designer | The Data Duck
India | Aug 2020 – Aug 2022

- Increased product detail page conversion by 26% through A/B testing of hierarchy, copy, and CTAs on pages with 50K+ monthly visitors.
- Grew active users by 52% within 3 months of launch, leading end-to-end UX for a booking system with a 5-person engineering team.
- Cut support tickets by 30% by simplifying forms and adding inline validation.
- Improved end-to-end checkout task success by 35% by fixing friction found in 20+ user interviews and UX audits.

TOOLS & SKILLS

Product and UX design: end-to-end product design, interaction design, information architecture, user flows, customer journey mapping, wireframing, high-fidelity design, interactive prototyping, design systems, component-based design, accessibility (WCAG), responsive and mobile design (iOS, Android, web)
User research: user interviews, usability testing, workshop facilitation, feedback synthesis, A/B testing, heuristic evaluation, competitive analysis
AI and prototyping: Claude, Claude Code, Figma MCP, Figma Make, v0.dev, Lovable, Bolt, Cursor, ChatGPT
Tools: Figma, FigJam, Miro, Framer, ProtoPie, Jira, Maze, Lyssna, Dovetail, Pendo, Hotjar, Google Analytics
Technical: HTML, CSS, JavaScript, React fundamentals

EDUCATION

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