

Saurabh Kumar

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My Portfolio: saurabhuxx.com

Summary:

- Proficient UI/UX designer with 8.4 years of experience crafting intuitive experiences and user interfaces across diverse domains, including AR/VR, AI, Chatbot, SaaS, Gaming, and Healthcare.
- Demonstrated expertise as an end-to-end Product designer with hands-on experience in both B2B and B2C SaaS.
- Collaborated closely with cross-functional tech teams to deliver technically feasible design solutions.
- Collaborate closely with UI designers to integrate visually appealing and cohesive designs.
- Creating user-centered designs by understanding business requirements, and user feedback
- Creating user flows, wireframes, prototypes and mockups
- Working knowledge of HTML, CSS, JavaScript, JQuery and other front-end markup languages.
- Translating requirements into style guides, design systems, design patterns and attractive user interfaces.

Skills:

Softwares:	Design:	Vibe Code & AI:	Motion Design:
Figma, Adobe XD ProtoPie Balasmig Optimal Workshop Miro Marvel Zeplin	Design Research User Interface UX Design Micro-Interaction Wireframing Prototyping Design system Product Strategy	Wix Studio Framer Loveable Replit Cursor Claude Code	Jitter Lottifiles

Professional Experience:

Hashroot (Select Ortho, Salia Healthcare)

Sr. Product Designer (IC Role)

June 2025 - June 2026

Project: Worked on 2 healthcare platforms (DME, Healthcare Insurance Platform)

DME Rocket – DME Revenue Operations Platform (<https://selectortho.net/dme-rocket/>)

Designed a comprehensive healthcare operations platform that unified prior authorization, front-end RCM, billing automation, inventory management, and analytics into a single workflow, and measurable business impact (95–98% collections).

Salia Healthcare (<https://saliahealthcare.com/>)

Led UX/UI design across a healthcare ecosystem of 4 interconnected products, streamlining 20+ complex healthcare workflows and reducing operational complexity by 40–60%, designed and optimized end-to-end experiences for provider management, FSI management, claims processing, billing operations, and patient care navigation.

RCMactic™ US Healthcare Billing Platform: (<https://selectortho.net/dme-rocket/rcmatic/>)

Designed the end to end DME billing platform to reduce denial rates from 12% to 4.8%, cut billing delays by 57%, saved 2.5 hours per biller daily, and accelerated revenue realisation by streamlining claim investigation workflows.

mySalia Patient App: (<https://apps.apple.com/us/app/mysalia/id6751259881>)

Led the UX/UI design of a healthcare member app that streamlines provider discovery and appointment booking. The solution consolidated fragmented healthcare workflows into a single, intuitive experience, helping members access care faster while reducing friction caused by insurance processes, approvals, and

disconnected systems.

CE Group (Ninzarin, Say Rooms, Anytime Rupee)

Lead Product Designer - B2B SaaS

Dec 2024 – June 2025 (6 Months Contract)

Project: HealthTech, Fintech, and HR Tech - B2B SaaS

Anytime Rupee (1 Mn Downloads):

https://play.google.com/store/apps/details?id=com.anytimerupee&hl=en_IN

Ninzarin (HR Tech): <https://saurabhux.myportfolio.com/ninzarin>

Say Rooms (Hotel Tech - Booking Engine): <https://saurabhux.myportfolio.com/say-rooms-b2b-saas>

I'm leading a team of designers in the HealthTech, Fintech, and HR Tech industries. Collaborating with cross-functional teams, we implemented innovative design strategies to ensure product growth, optimal user engagement experience, and product functionality.

- Implemented user-centric design strategies for HealthTech, Fintech, and HR Tech projects.
- Led a team of designers in Stealth Mode projects to enhance user experience and drive growth.
- Collaborated with cross-functional teams to integrate design elements seamlessly for global market success.

QEDVault (Web3, Blockchain)

Lead Product Designer

July 2023 – Aug 2024

Project: Blockchain Wallet- B2B SaaS

<https://www.qedvault.com/>

- Led the design of a blockchain wallet platform at QED, revolutionizing product tracking and authentication.
- Spearheaded a team of designers to ensure a seamless user experience.
- Implemented innovative solutions to enhance product visibility.
- Collaborated with cross-functional teams to integrate blockchain technology for product authentication.

Podeum (Zencat)

Lead Product Designer

Nov 2022 – July 2023

Project: Fantasy Gaming App (Podeum)

Link: <https://podeum.app.link/7UdBypvm0tb>

- Designed and optimized the user experience for a Fantasy Gaming App, creating a seamless and captivating interface for sports fans.
- Crafted the user-centric financial economy (coins system) on the platform, driving heightened user engagement and retention.
- Conceptualized and integrated a vibrant social economy on the platform, leveraging badges and medals to enrich user engagement and encourage social interactions.
- Designed the user interface for a verticalised community space for cricket fans
- Introduced the micro games on the platform to seed the economy by giving away some coins.
- Redesigned the engagement tools for sports content creators on the platform.
- Worked in fast-paced design sprints to deliver the design outcomes.
- Collaborating with cross-functional teams, including product managers, developers, and other designers, to ensure that designs are technically feasible and meet business goals.
- Designed the experience for Incentivising the social ladder
- Communicating design decisions and rationale to stakeholders and presenting design concepts.
- Ensuring that designs are accessible and inclusive for all users, including those with disabilities.
- Conducting usability testing and gathering feedback to improve designs. Continuous learning: Staying up to date with industry trends and best practices, and continuously improving your design skills and knowledge.

Tools: Figma, Miro, Google Suite, Invision,

OriServe (Vodafone, Tata Motors) - Enterprise SaaS

Sr. Product Designer

Jan 2022 – Nov 2022

Link: <https://www.oriserve.com/>

Project: AI-Conversational Chatbot Builder (B2B SaaS)

- Designed a cutting-edge conversational AI-powered chatbot Builder for a B2B SaaS platform, empowering businesses to effortlessly create omnichannel chatbots.
- Designed the easy-to-use interface for message creation.
- Performed a comprehensive system audit to identify platform inconsistencies and identify gaps in user experience (UX).
- Developed an adaptive design system to address platform inconsistencies, ensuring a cohesive user experience.
- Designed the experience for DIY platform to add multiple languages/channels at once.
- Designed the Intuitive experience to add products and features in the chatbot.
- Involved in designing the user interface for A/B test the message variation in realtime.
- Creating user flows, wireframes, prototypes and mockups
- Translating requirements into style guides, design systems, design patterns and attractive user interfaces
- Designing UI elements such as input controls, navigational components and informational components
- Used service portal to manage content and created widgets
- Monitoring project progress and creating project status reports for project managers and stakeholders.
- Scheduling stakeholder meetings and facilitating communication between the project manager and stakeholders throughout the project life cycle.

Tools: Figma, Adobe XD, Miro, Google Suite, Invision

Jeevitiv - B2B SaaS

UI/UX Designer

July-2021 – Jan 2022

Project: Designing EHR for SME Hospital/Clinics - B2B/B2C SaaS

- Designed the dashboard for doctors to efficiently manage the appointments.
- Designed the ease to use interface to help patients to take better control of their health records.
- Involved in designing the experience to make health records accessible.
- Designed the patients portal to book, cancel or reschedule the appointment.
- Designed the landing page for the organization to showcase products.
- Conduct the user interview the doctors and patients to understand their needs and pain points.
- Designing UI elements such as input controls, navigational components and informational components
- Identifying and troubleshooting UX problems (e.g. responsiveness)

Tools: Adobe XD, Figma, Invision, Miro

Helm360 - B2B SaaS

UI/UX Designer (B2B SaaS)

Link: <https://helm360.com/termi-for-prolaw/>

Sep 2018 – April 2021

Project: Worked on legal data analytics product called Termi Prolaw

- Designed the experience for legal firms to analyze data at one place
- Designed system to collect payments on time send multiple reminder
- Create personas through user research and data to emphasize with the users.
- Define the right interaction model and evaluate its success.
- Created wireframes and rapid prototypes to quickly test out our assumptions.
- Incorporate UX laws to design optimal experience.
- Work with UI designers to implement attractive designs.
- Collaborate with tech teams to handoff designs to them.

Tools: Figma, Miro, Google Suit, Balsmiq, Daigram.net

