

Urmik Makani

UI/UX & Product Designer

Philadelphia, PA — +1 (908) 899-3393 — urmikmakani5@gmail.com — LinkedIn — Portfolio

SUMMARY

UI/UX Designer with 3+ years leading product design across B2B SaaS platforms serving 25K–70K+ users. Drove 30%+ conversion lifts, 18% retention gains, and \$1M+ ARR impact through hypothesis-led experimentation, JTBD research, and analytics-driven optimization. Built and scaled enterprise design systems (120+ components) reducing development time by 35%+ while increasing release velocity. Strong cross-functional operator partnering with PM and engineering to align UX with North Star metrics, accessibility standards (WCAG 2.1 AA), and React-based implementation realities.

SKILLS

Product & Growth Design: Product Discovery, KPI Alignment, North Star Metrics, Conversion Optimization, Funnel Analysis, Retention Strategy, SaaS Metrics (CAC, LTV), Experimentation Frameworks, Hypothesis-Driven Design

UX Research & Strategy: User Interviews, Usability Testing, JTBD Framework, Information Architecture, Journey Mapping, Card Sorting, Tree Testing, Heuristic Evaluation, Competitive Analysis, Research Synthesis

Interaction & Experience Design: Wireframing (Low/High Fidelity), Interactive Prototyping, Micro interactions, Motion Principles, Onboarding Flows, Error & Empty States, Progressive Disclosure, Conversational UI

Design Systems & Scalability: Design Token Architecture, Atomic Design, Component Libraries, Theming (Light/Dark), Responsive Systems (8pt Grid), Documentation & Governance, Storybook Integration

Front-End & Technical Collaboration: Semantic HTML5, CSS3 (Flexbox, Grid), Responsive Design, Accessibility (WCAG 2.1 AA, ARIA), Basic JavaScript, React Collaboration, Component-Based Architecture

Analytics & Tools: Figma (Components, Variants, Auto Layout, Variables), Framer, ProtoPie, Adobe Suite, Maze, Dovetail, Amplitude, Mixpanel, Google Analytics, Jira

AI-Integrated UX: AI-Assisted Workflows, Prompt Design, Personalization Systems, Ethical AI Design, Human-in-the-Loop Systems

EXPERIENCE

UI/UX intern — Value Aligners, Sunnyvale, USA

Nov 2025 – Present

- Led end-to-end redesign of a B2B SaaS platform serving 45K+ enterprise users by conducting JTBD-based discovery and funnel diagnostics, increasing trial-to-paid conversion by 32% and generating \$1.2M incremental ARR within 2 quarters.
- Architected and scaled a cross-functional design system (120+ React-based components) using token architecture and Storybook integration, reducing front-end development time by 38% and improving release velocity by 27% across 4 product squads.
- Drove hypothesis-led experimentation on onboarding friction (drop-off at step 2: 48%) by running 6 A/B tests via Amplitude insights, improving activation rate by 29% and reducing time-to-value from 5.4 days to 2.8 days.
- Directed user research across 3 enterprise segments (FinTech, HealthTech, Edtech) through moderated interviews and usability testing, uncovering workflow misalignment that improved task success rate by 41% and reduced support tickets by 33%.
- Partnered with PMs and engineering leadership to prioritize accessibility debt and implement WCAG 2.1 AA compliance across 60+ screens, decreasing accessibility defects by 64% and mitigating enterprise procurement risk.
- Built AI-assisted personalization flows leveraging behavioral analytics and human-in-the-loop feedback systems, increasing feature engagement by 37% and improving 90-day retention by 18%.

UI / UX Designer — TechAffinity, Chennai, India

Nov 2022 – Jul 2023

- Owned UX strategy for a multi-client SaaS ecosystem (8 enterprise clients, 70K+ monthly users) by restructuring IA and progressive disclosure patterns, improving average session duration by 24% and boosting upsell conversions by 21%.
- Defined and implemented a modular component architecture aligned with React front-end standards, reducing UI inconsistencies by 52% and cutting QA defect cycles by 35% across releases.
- Spearheaded data-informed redesign of high-drop-off workflows using Mixpanel funnel analysis and 5 usability test iterations, increasing form completion rate by 34% and accelerating lead generation revenue by 18%.
- Facilitated cross-functional design sprints with PM, engineering, and sales stakeholders to validate feature-market fit hypotheses, reducing feature rework by 40% and shortening release cycles from 6 weeks to 4 weeks.
- Implemented accessibility-first design standards (ARIA, keyboard flows, color contrast systems) across 40+ screens, improving compliance score from 71% to 96% WCAG AA and unlocking 2 U.S.-based enterprise contracts.
- Executed experimentation roadmap for dashboard personalization, testing 3 layout models and micro interaction variants, resulting in 28% higher engagement and 22% increase in feature adoption.

Product Design — Nevina Infotech Pvt. Ltd, Ahmedabad, India

Aug 2021 – Sep 2022

- Built a scalable design system from 0-1 for a fast-growing SaaS product (25K+ users) using Atomic Design principles and 8pt grid governance, reducing design-to-dev handoff friction by 45% and accelerating sprint velocity by 30%.
- Led growth optimization initiative by analyzing GA behavioral flows and identifying navigation bottlenecks, increasing conversion rate by 26% and reducing bounce rate by 31% within 3 months.
- Conducted structured JTBD interviews and tree testing studies to realign product navigation, improving findability score by 39% and decreasing user churn by 17%.
- Collaborated with founders and engineering team to prioritize roadmap decisions based on KPI alignment (CAC, LTV, retention), influencing feature trade-offs that improved LTV/CAC ratio from 2.4 to 3.1.
- Integrated front-end best practices (semantic HTML, CSS Grid, responsive systems) into design workflows, reducing implementation bugs by 42% and ensuring consistency across 5 responsive breakpoints.
- Designed and validated onboarding A/B experiments focused on progressive disclosure and contextual nudges, increasing first-week activation by 33% and reducing time-to-first-key-action by 47%.

EDUCATION

Master of Science in Human-Computer Interaction/User experience

Sep 2023 – Jun 2025

Drexel University, Philadelphia, PA, USA

Bachelor of Technology in Information and Communication Technology

Aug 2018 – May 2022

DAIICT, Gandhinagar, GJ, India