



Pratik Singh

Product Designer.

Ahmedabad, India · Open to remote & relocation

PROFILE

Product designer with 4+ years of experience across 50+ company collaborations, including 40+ startups. Specialises in AI and B2B SaaS products, with hands-on ownership across product strategy, user experience, interface design, design systems, prototyping, websites and launch materials. Comfortable working directly with founders and engineers in fast-moving, ambiguous environments.

EXPERIENCE

Independent Product Designer

2023 – Present

Self-employed / Embedded with startup teams

- Lead end-to-end product design from discovery and information architecture through high-fidelity UI, prototypes, handoff, user testing and iteration.
- Partner with founders and small product teams across AI, fintech, logistics, sales intelligence, developer tools and recruiting technology.
- Delivered complex product redesigns, including a 200+ screen platform with light and dark modes, while creating reusable systems that improved consistency and speed.
- Extend beyond product UI when needed, shaping websites, visual identity, pitch decks and launch assets so the product feels coherent across every touchpoint.

Founder & Design Lead

2024 – 2026

Baseframe

- Built and operated a solo-led product design practice for technology startups, owning client relationships, proposals, timelines, design quality and final delivery.

Co-founder & Design Lead

2024

Knockturnals

- Co-founded a creative studio focused on AI startups and led product and web design, client communication, team coordination and quality assurance.

SELECTED PRODUCT WORK

NiaKai

2025 – Present

AI sales assistant

- Led product, brand and website design across the MVP and its evolution towards a more credible enterprise-grade experience, working directly with the founder over a long-term engagement.

myManifest

2026

Financial management platform

- Designed complex advisor and client workflows across dashboards, accounts, cash flow, budgeting, debt planning, meetings and communication.

Savari

2025 – Present

AI-powered coach & transport management

- Designed web and mobile product experiences, a scalable design system and marketing assets for an operationally complex transport platform.

Shadow Interviewer

2025

AI interview platform

- Redesigned 200+ screens for recruiters and developers, simplifying complex workflows with IDE-inspired patterns, light and dark themes and regular user-testing iterations.

COMMUNITY & LEADERSHIP

ai&weekends Ahmedabad

2026 – Present

City Lead

- Organise small in-person co-building sessions for founders, developers and AI builders; manage venue, registrations, communications and the overall event experience.

EDUCATION

Bachelor of Computer Applications (BCA) — GLS University, Ahmedabad

CORE SKILLS

Product strategy, UX/UI, interaction design, information architecture, design systems, prototyping, user testing, responsive web and mobile, branding, pitch decks

TOOLS

Figma, Framer, Cursor, Claude, ChatGPT, Codex, Notion