

RITESH PATEL

Senior Product Designer · AI-Native Product Design

www.riteshx.com

INTRODUCTION

Senior Product Designer with 6+ years of experience designing 0-to-1 products across EdTech, FinTech, and Web3. Founding designer at two venture-backed startups, owning end-to-end product design from research through shipped interface. Integrates AI tooling into the design workflow to move from concept to working prototype in days rather than weeks. Seeking Senior or Lead Product Designer roles on AI-native product teams.

EXPERIENCE

Senior Product Designer, Apex Labs

December 2023 – Present

- Designed AI-native SaaS products across ad creative generation and influencer management, taking products from concept and user flows to high-fidelity UI and prototypes.
- Built an AI-powered ad creative platform that turns a brand's website into on-brand Meta creatives, designing the onboarding, generation, and editing experience.
- Designed an end-to-end creator management platform covering discovery, campaigns, approvals, contracts, payouts, and performance reporting in one workflow.
- Established scalable design systems, workflows, and operational experiences shared across both products.
- Used AI tools like Claude Code and Codex to build working prototypes directly from designs, shortening design-to-engineering handoff and validating flows before build.

Senior Product Designer, Ampivo

October 2021 – November 2023

Founding designer across two Web3 products: Truffles, a hybrid fiat/crypto banking platform for SMEs and commodity businesses, and Fantasy, a decentralized fantasy cricket platform.

- Sole end-to-end designer for Truffles; designed the full product surface (onboarding, dashboard, invoicing, payments, transfers, contacts, and KYC/profile flows) from research through high-fidelity UI.
- Contributed to onboarding 30+ enterprise businesses and \$18M+ in payment volume within the first 7 weeks, scaling to \$1B+ in total volume; designed the on-chain invoicing experience behind 11M+ invoices raised as NFTs.
- Introduced two-step payment confirmation with OTP verification and staged KYC onboarding, reducing irreversible payment errors and drop-off during business verification.
- Designed Fantasy end to end: contests, team creation, live match tracking, wallet, rewards, and referrals; helped drive 40,000+ signups, 1,000+ matches played, and 4,000+ fantasy teams created shortly after launch.
- Built trust-critical flows for crypto-native users (transparent wallet management, on/off-ramp integration, irreversible-action confirmations), balancing Web2 familiarity so fans without crypto experience could join without friction.

Product Designer, Unacademy

November 2019 – September 2021

Designed for business teams and educators at India's largest online learning platform, building tools that helped educators promote their courses to learners, shipping on weekly release cycles.

CONTACT

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SKILLS

Product Design

- 0-to-1 Product Design & Strategy
- Interaction, UI & UX Design
- Design Systems & Information Architecture
- Wireframing & Rapid Prototyping
- Usability Testing & UX Research
- Visual Design & Brand Identity

AI & Emerging Tech

- AI-Assisted Design Workflows
- Generative AI & Prompt Engineering
- LLM Product Design & Conversational UI
- AI Prototyping

Tools

- Figma, Framer
- Cursor, Claude Code, Codex, v0
- Midjourney, Notion, Jira, Miro
- HTML, CSS

Domains

- SaaS & B2B Enterprise
- EdTech, FinTech, Web3
- Consumer Mobile

EDUCATION

Bachelor of Technology (B.Tech), Information Technology

Silicon Institute of Technology (SIT), Bhubaneswar

2015 – 2019

SIDE PROJECTS

HeroGrids, a curated library of real-world hero section designs, tagged by industry, style, layout, and color, used by designers and founders for inspiration.