

SHARVIL KOTIAN

+91 9820971578 | sharvilkotian99@gmail.com | [LinkedIn](#) | Portfolio: sharvilkotian.com

Summary

Product Designer with 3+ years solving complex product and operational challenges in fast-paced startup environments by designing data-driven workflows and scalable, multi-layered systems. Focused on translating high-complexity domains into intuitive, actionable interfaces across SaaS and B2B products.

Professional Experience

UX Designer - Devpixel (Hyderabad, India)

Jul 2025 – Present

- Led design & system architecture for a multi-product EV logistics ecosystem spanning an Admin Platform, EV Executive App, and Rider App, consolidating fragmented operational workflows across WhatsApp, Excel, & third-party tools into a unified platform that supported fleet growth from 40 to 8,000+ EVs.
- Designed EV allocation & tracking workflows with audit trails that reduced assignment turnaround time, removed manual coordination dependencies, & enabled dispute resolution through verifiable operational records.
- Built end-to-end EV & rider lifecycle management systems, integrating servicing pipelines, deposit handling, & payout workflows to improve financial accountability, operational visibility, & process control at scale.
- Developed admin dashboards & hierarchical reporting systems (city, region, org levels) for fleet utilization, rider performance, & operational metrics, enabling multi-level visibility & analysis for decision-making.
- Designed AskERISA, a governed regulatory intelligence platform for ARA, translating high-risk ERISA policy workflows into AI-powered compliance interfaces with citation-backed answers.
- Built the enterprise admin console as an AI operations layer, making system behavior inspectable through query execution, debugging, evidence selection, retrieval controls, & audit history for governance & oversight.
- Designed a 0 to 1 community app (GTA) & built an interactive event stage experience for 4K attendees, raising 1.5L.

Product Designer - Fuelin (San Francisco, United States)

Nov 2024 – May 2025

- First in-house designer during the final phase of a full product redesign; led the transition from a consultancy-led setup to internal product ownership while establishing scalable workflows & maintaining design consistency.
- Designed a wellbeing & habit system integrating structured input flows, multi-scale data visualizations, & streak-based reinforcement, enabling users to interpret complex health data & sustain consistent tracking.
- Redefined core product experiences across logging, nutrition, weight tracking, navigation, & third-party integrations, improving clarity, reducing friction in daily use, & aligning previously fragmented flows.
- Extended the design system & streamlined design-to-development handoffs, enabling efficient delivery of key product updates under tight sprint timelines.
- Transformed static diet plan PDFs into modular, data-connected systems using Builder.io, creating reusable components that reduced file size by 20% & enabled scalable personalization across 4 diet types while automating content generation.

UI/UX Designer - WUD! (Phoenix, United States)

Jun 2024 – Oct 2024

- Designed the MVP for a SaaS event management platform; established the company's design system from the ground up & instituted a structured design delivery workflow, improving handoff efficiency & introducing version control.

UI Design Intern - 21n78e Creative Labs (Mumbai, India)

Jul 2021 – Jul 2022

- Designed high-fidelity interfaces for 15+ client websites; developed user flows, personas, & conducted visual audits to align user experience with brand positioning & communication strategy.

Education

Master of Science in User Experience

Arizona State University, Tempe, Arizona, United States

May 2024

CGPA 4.0/4.0

Bachelor of Technology in Computer Engineering

Mukesh Patel School of Technology & Management, NMIMS, Mumbai, India

May 2022

CGPA 3.3/4.0

Technical Skills

Tools: Figma, Framer, Webflow, Builder.io, V0, HTML/CSS, Claude, Perplexity, Stitch, Google Analytics, FullStory.

Design & Research: Interaction Design, Design Systems, User Flows, Wireframing, Prototyping, Responsive Design, Information Architecture, Accessibility(WCAG), User Interviews, Usability Testing, Surveys, Journey Mapping, Competitive Analysis, A/B Testing, Heuristic Evaluation

Academic Project

Mental Health Cognitive Therapy AI App: [A Systematic Survey on Computational Agents for Mental Health Aid](#)

- Published IEEE paper on CBT-based conversational agents; designed a web platform for mental state assessment & personalized interventions.

FinEd: Financial Literacy App for Italian Students

- Led UX research (20+ users) uncovering gaps in financial education among Italian students; designed a gamified B2B platform & pitched the MVP, securing a \$5,000 grant.