

Abhijeet Patil

Senior Product Designer / Enterprise AI and design systems

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SUMMARY

Product designer with 6+ years across B2B SaaS, consumer apps, fintech and Web3, and strong systems thinking. At Swivl, I co-built the design system and designed AI-native agents that do real work, like an AI receptionist that books jobs. At Rejolut, I designed Router Nitro, used by 500K+ people.

EXPERIENCE

Swivl (B2B field-service SaaS for US trade businesses) — Bengaluru, India
Product Designer 2 — Apr 2025 – Oct 2026

- **Design system:** Co-built Swivl's system from scratch when there was no design team: color tokens, light and dark themes, type, and components with usage docs and shared patterns. **95%** of colors on core pages use tokens, and the system let us revamp the whole product in **about six weeks**.
- **AI products:** Designed five AI products for Swivl's customers:
  - **AI Receptionist:** answers calls in a natural voice, captures job details and books the job.
  - **AI Walkthrough (0 to 1):** technicians talk through a job and AI drafts the estimate; 18 iOS screens.
  - **Smart Templates (0 to 1):** the office describes a job and AI drafts the checklist; sole designer.
  - **AI Website Builder:** owners describe their business and AI builds a site that wins customers.
  - **Swivl Max:** a conversational AI assistant with voice input, a daily digest and generated UI.
- **Growth design:** One of two designers picked for the new Fast Activation growth team; worked with a design engineer from PostHog recordings and live numbers to fix where new users dropped off.
- **Activation:** Sign-ups weren't becoming active users, so I designed goal-first onboarding that shows each person only the path for the goal they came for. More users stayed active and revenue grew.
- **Payments:** Designed five new ways to get paid and six clear invoice statuses over three releases. Time to send an invoice fell from **6 min 20 s to 2 min 10 s**, Pay Now went from zero to **38%** of paid invoices, and weekly invoices sent rose from **about 20 to 34**.
- **Research and influence:** Ran user research from 106 PostHog recordings and sales and support feedback; pushed back on sales to make the 3.5% card fee a per-invoice choice.

Unico Connect — Mumbai, India
Senior UX UI Designer — May 2024 – Apr 2025

- **Highlands Brain:** Shipped this AI learning app end to end on web and mobile for a California charter school with **15,000+** adult students; English learning got **25% faster**.
- **The Blue Kite:** Growth designer for this B2C booking platform for 300+ holiday homes across India, improving discovery, booking, payments and loyalty on web and mobile; bookings went up.
- **Sergo:** Designed an AI operations platform for short-term rental teams in New Zealand (B2B).

Rejolut (Web3 agency building crypto trading, DeFi and AI products) — Navi Mumbai, India

Lead UI UX Designer — Sep 2023 – May 2024

- **Router Nitro:** Designed Router Protocol's cross-chain swap platform end to end for everyday crypto users, not just experts; **500K+** people used it in 2024. Covered swaps with route choice, live transaction tracking, analytics and liquidity staking across **30+** chains.
- **STRATO Mercata:** Designed BlockApps' NFT marketplace for trading tokenized real-world assets.
- **Crypto exchanges and DeFi:** Designed white-label and decentralized (DEX) exchange flows, covering trading screens, order books, wallets and KYC, plus yield farming dashboards with APY and rewards.
- **Web3:** Designed dApps and NFT marketplaces on Polygon and VeChain, and US-based Web3 products that raised task completion rates by **15%**.
- **Leadership:** Led and mentored six designers, set the end-to-end UX strategy across 6+ products and presented it to stakeholders, driving an average **14%** traffic increase in user engagement.

Houzeo — Mumbai, India

UI UX Designer — Feb 2022 – Sep 2023

- Designed a "1-minute property showing scheduler" that cut misdirected customers and lifted CTA conversions **8%** in 60 days.
- Redesigned consumer web and mobile flows for buying, selling, calculators and Get Pre-Approval.
- Designed dashboards for buyers, sellers, agents, lenders and appraisers, shaped by broker interviews.

MagSway (Liberated Monks) — Hyderabad, India

UI UX Designer — Jun 2020 – Feb 2022

- Led full product design for the influencer marketing platform MagSway: B2B and B2C web dashboards for content creators, advertisers and admin staff.
- Ran persona research and prototype usability tests with top influencers and engineers.

PROJECTS

- **Mantlr** (mantlr.com): design resource directory I built and grew to 5,400 newsletter subscribers.
- **Buzztimer** (buzztimer.com): timer and stopwatch app, designed and shipped in one month.

SKILLS

Systems and interaction design. Reusable components, patterns and interaction standards, information architecture and complex multi-step workflows, from user flows to high-fidelity prototypes in Figma.

AI workflows. Human-in-the-loop features where AI drafts and people review, with clear listening, drafting and error states, and generated UI. I use Claude Code, Cursor and ChatGPT daily.

Enterprise and data-rich products. Data-dense dashboards, multi-role workflows, approvals and statuses, payments and lending flows, shaped by research with customers, sales and support.

EDUCATION

Master of Design (M.Des.), UX Design, Vivekananda Global University (VGU), Jaipur

Bachelor of Engineering (B.E.), Computer Engineering, Pune University