

Damodar Nagina – Product Designer · AI-Driven Design

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ABOUT

Product designer with 7+ years and 30+ projects across B2B and B2C SaaS, e-commerce, and social platforms. I lead products from research and strategy to final UI and design systems, and use AI tools in my daily work to ship faster.

WORK EXPERIENCE

Product Designer – Gevme, Singapore (Remote)

October 2025 – Present

- Sole designer of **ImpactAIQ**, an AI-powered impact measurement and strategic planning SaaS (B2B), including its AI experience. Showcased at **IMEX Frankfurt 2026** and launched at **IMEX America, Las Vegas, on 13 October 2026**. Now designing phase three.
- Built and own the company's **design system** and created the team's **AI design workflows** with custom Claude skills, MCP servers, **Claude Code**, **Claude Design**, and **Codex**. 60–70% of front-end work is now done before developer handoff.
- Redesigned the **Snapsight** website (B2B), which brought in new business. Designed Snapsight's Stage View admin features, praised by organisers at **IMEX Frankfurt 2026**.
- Led B2B product design across **Singapore Airshow** and **BAAFEx**, and designed the **ICEBERG** landing page shown at events worldwide.

Senior UI/UX Designer – Metafic.co, Bengaluru, Karnataka

October 2021 – November 2024

- Led end-to-end design of **B2B**, **B2C**, and **D2C SaaS** across real estate, transport & logistics, e-commerce, fintech, and healthcare, including **Fash**, an on-demand fashion app now **live on Google Play**.
- Designed the **Metafic Design Language System (DLS)**, with reusable components, auto-generated React / React Native snippets, and pre-linked Figma prototypes, cutting screen development time **32%**.
- Drove a **19%** uplift in retention through strategic redesigns and user-flow optimisation, and a **14%** rise in satisfaction via WCAG 2.1 accessibility (contrast, focus states, keyboard navigation).
- Led a team of **12 designers** and trained **70+** cross-functional designers. Clear documentation and spec-ready handoffs cut development revision loops **28%**.
- Received Metafic's **Certificate of Appreciation** for outstanding contribution to the organisation.

UI/UX Designer – Wollvo Design, Jalandhar, Punjab

October 2019 – September 2021

- Delivered UI for **6+ client projects** (healthcare, education, e-commerce) with PMs and senior designers, with a **12%** average lift in task success and **18%** faster turnaround through reusable layouts.
- Ran **20+ client reviews** and built starter component sets and style guides for consistent branding across **6+** cross-platform apps.
- Mentored **5** junior designers and interns and shared learnings in weekly team discussions.

UI/UX Designer – Editsta Creations, Jalandhar, Punjab

August 2018 – September 2019

- Designed mobile and web UI with the creative head and crafted brand assets for **10+ brands** (Batch-man, CA Dreamers, Traikare, Gracias, Patwari).
- Assisted in managing a 3-member team for UI design, social media content, and storytelling campaigns, contributing ideas during brainstorming sessions.

SKILL SET

- Design & Research:** Product & UX Design, Design Systems (creation & scaling), User Research, Usability & A/B Testing, Wireframing, Prototyping, User Flows, Journey Mapping, Accessibility (WCAG 2.1+)
- AI for Design:** AI-assisted design workflows (custom Claude skills, MCP servers), AI experience design (human-in-the-loop review), Prompt Engineering, Conversational UX, Design System Streamlining
- Tools:** Figma, Sketch, Adobe XD, Claude Code, Claude Design, Codex, Cursor, Miro, Hotjar, HTML / CSS / JS
- Strategy & Leadership:** Design Thinking with ROI focus, Business & financial impact thinking, Agile & Lean UX, Cross-functional collaboration, Team leadership & mentoring

EDUCATION

Bachelor of Commerce (B.Com), Finance – Guru Nanak Dev University, Amritsar

April 2013 – March 2016

CERTIFICATION

Fundamentals of Graphic Design – California Institute of the Arts

October 2020