SHRAVANI ZADE

Product Designer

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SUMMARY

Product designer working on early-stage AI products. Most recently research and interface design for TenderGenie at Datasmith AI, an AI tendering tool live with EPC bid teams, where the central problem was presenting AI output so users verify it rather than accept it. I design and ship: product requirements document to deployed application using AI coding tools, with APIs, integrations and deployment owned end to end. Nine months in sales between design roles is why I design for adoption and not only for flows.

EXPERIENCE

Design and Research Intern, Datasmith AI
October 2025 - February 2026

- Research and interface design for TenderGenie, an AI tool that reads 300-page RFPs and extracts scope, revision differences and flagged clauses for EPC and engineering bid teams. Live and in active use.
- Ran research inside live procurement sales calls rather than scheduled sessions. Found the bottleneck was reading the RFP accurately enough to make a bid or no-bid call, not writing the bid, and redirected the interface around that decision.
- Designed for verification rather than acceptance: hard visual separation between AI-generated analysis and its source reference, so a user can check any extracted clause against the original in one move. Procurement decisions carry financial liability, so a confident wrong answer is worse than no answer.
- Designed the product marketing site alongside the product; the interface had to work as a sales demo before it worked as a shipped tool.

Inside Sales and Design Associate, Fresh Prints
January 2025 - September 2025

- Built a custom GPT that researched each account's upcoming events, Greek calendar events for collegiate clients and corporate events for company clients, and generated a low-effort mockup for that event to open the conversation. Adopted by the full sales team and raised response rates across it.
- The reasoning: a mockup does two jobs, proving you paid attention and proving you can do the work. High-effort design before the need and the point of contact are confirmed is waste, so tier one was cheap and automated and real design was saved for qualified accounts.
- Sole point of contact on the full funnel, cold lead to delivered order, designing every mockup in between.

UI/UX Designer, Parallel Minds
December 2023 - April 2024

- Sole UX designer on Cadis EziExpert, an AR-assisted telehealth platform running on Rokid AR glasses. Shipped and deployed across clinical sites.
- Ran a five whys exercise early in research that reframed the primary audience from patient to clinician: the decisions the product needed to support belonged to clinicians. Drove the audience shift without prompting from the team.
- Proposed live annotation on the AR video feed after interviews with nurses; the feature shipped. Argued for numbered voice commands over conversational voice input, since a misheard command in a clinical setting is a safety event and a constrained command set is verifiable.

Founder and Designer, Ahikuro Studios
May 2023 - Present

- Run a physical product studio solo: design, production, brand identity, pricing, marketing and fulfilment, alongside freelance client work.

PROJECTS

Study Tracker and AI Assistant (in development) - study-tracker-weld-seven.vercel.app
Study tracking tool with an AI assistant for parents and children. Wrote the PRD first, then used Codex to translate it into a working application and Claude to diagnose and fix bugs. Configured APIs and integrations, deployed it, and continue to iterate on UX.

Thrift My Drip - brand identity and product design, 2025
Full brand identity system and product design for a thrift resale platform with drop mechanics and bidding. Testing surfaced buyer anxiety around open ascending bids, resolved with visible bid history, explicit end times and post-bid confirmation. Figma prototype later rebuilt in Lovable to make it shareable.

AutiMate - thesis project, 2024
Started as an IoT environment system for autistic children. Nine interviews across Delhi and Mumbai moved it to caregiver infrastructure. Documented the unresolved consent question around collecting behavioural data on children rather than designing past it. Figma prototype later rebuilt in Lovable.

SKILLS

Design: Product design, UX design, interaction design, design systems, design tokens, brand identity, wireframing, prototyping, IA. Figma, FigJam, Notion, Photoshop, Illustrator

Research: User interviews, contextual inquiry, usability testing, five whys, competitive analysis, research synthesis, journey mapping

Building and shipping: AI-assisted development (Claude Code, Codex), Lovable, HTML, CSS, API and integration configuration, PRDs, Vercel, Cloudflare Pages

EDUCATION

Bachelor of Design, User Experience Design - Symbiosis Institute of Design, Pune. 2020 - 2024