



Sakshi Kumari

A Product Designer (UI/UX) with 5+ years of experience in AI-powered B2B Enterprise SaaS, specializing in workflow optimization, information architecture and data visualization. I have worked with the CXOs in strategic roles in growth stage startups to bring behavioral data and systems-thinking into product decisions.

+91 87091 63724 krisakshi3@gmail.com Bengaluru [Linkedin](#) [Portfolio](#)



National Institute of Fashion Technology
Gold Medalist



Kyoorius Design
Kyoorius Young Blood Award



Service Design Drinks
Founding Member

WORK EXPERIENCE

Adeptmind [Intent-driven product discovery powered by AI](#)

Product Marketing Manager (Mar 2025 - Present | Bangalore | Remote)

Reported to the CEO. Crafted data-driven strategic market responses.

- Designed data-driven client **dashboards**. Created scalable **client QBR** frameworks, saving CX 800+ hours annually.
- Led **website redesign** as a strategic touch-point with improved usability and UI consistency, resulting in company's first inbound demo requests.
- Ran **usability tests** with 15 **advisors** to refine product narrative and user flow to increase task completion and engagement for an outbound **campaign**.
- Designed and **A/B tested case studies** integrating data-backed storytelling that reduced reporting time from 10 hours to 20 minutes.

Engagedly [AI-powered talent management platform](#)

Product Marketing Manager (UX) (Dec 2023 - Feb 2025 | Bangalore)

Reported to the CEO. Aligned Product, Sales & Marketing efforts by connecting user needs with product capabilities.

- Repositioned and rebranded** Engagedly and theEMPLOYEEapp, boosting organic traffic by 30% and ~20% CVR lift.
- Partnered with design team to **enhance UI/UX** and user test **high-fidelity prototypes**. Owned **analytics and dashboards** across the platform.
- Launched** 3 products and 25+ features across buyer and user personas.
- Managed the **Customer Enablement** team, reducing client queries by ~25%. Optimized **content marketing** efforts. Equipped Sales/CX with **use-case library, demo assets**, and predictive insights to accelerate upsell and onboarding.
- Informed product roadmap through **impact surveys** and **win/loss insights**.
- Co-developed **pricing strategy** with the CEO and CX.

Product Designer (UI/UX) (Aug 2021 - Nov 2023 | Bangalore)

Introduced the **design process** and scalable design system.

- Collaborated with the CEO on 2 **incubation projects**. Owned **end-to-end UI/UX** for 5 core products across **desktop** and **mobile**. Designed **AI-powered dashboards**, workflow **automation** and **predictive UX** across all 16 products.
- Conducted **user interviews** and **usability tests** to inform iterative improvements, increasing task success rates by ~20%. Reduced design-to-dev turnaround by ~30% through **high-fidelity prototypes** and structured hand-offs.
- Ran **participatory design workshops** with clients, eliminating low-value features and reducing ~20% dev effort.
- Involved in hiring for the UXD team. **Mentored** 3 interns and coached 3 junior designers.

Sabhekar Design Studio [Contemporary design rooted in indigenous heritage](#)

Experience Designer (Sept 2020 - Aug 2021 | Ranchi)

Worked with the Director to build the brand's **design foundation**.

- Designed the visual identity, design system, and cross-channel experience guidelines, including in-store touch points.
- Designed the **e-commerce platform** with a focus on user research, behaviour mapping, navigation structure, and mobile-first UI.
- Designed **spatial UX** for the first store applying visual merchandising design principles.
- Led **co-creation workshops** with local artisans to merge indigenous craft with scalable modern design practices.
- Curated events and exhibitions focused on cultural **storytelling** and sustainable fashion.

INTERNSHIPS

Wipro • **Spread Design** • **DDB Mudra** • **Vedantu** • **Tranquebar**

COMMUNITY ENGAGEMENT

Curated workshops and events to promote systems thinking and human-centred problem solving. Led participatory community experiences to promote civic dialogue around inclusion and sustainability.



Service Design Drinks



Design Open



Garage Sale & Trunk Sale



Youth Parliament



Global Service Design Jam



Dreamcatchers Camp



Fashion Show (Specially-abled)



Art Workshop for Senior Citizens

EDUCATION

Bachelor of Design | 9 SGPA

National Institute of Fashion Technology
Focused on human-centered design, systems thinking, and UI/UX design

Masters of Arts | Anthropology

Gossner College | IGNOU
Explored how culture and behavior influence collective decision-making

Intermediate | 90%

Pampapur Inter College

Matriculation | 9.8 CGPA

Greater Triveni Public School

CERTIFICATION

Acumen Academy

- Human Centered Design
- Developing Ordinal Ideas

Interaction Design Foundation

- Design Thinking
- Human-computer Interaction
- User Research
- User Experience Design
- Mobile User Experience
- UI Design Patterns
- Practical Guide to Usability
- Accessibility: How to Design for all

Other Courses

- Healthcare UX Design | Foster health Institute
- Building Digital Products | Product School

Udemy

- Service Design
- UX Strategy
- Storytelling to Influence
- Product Marketing
- Business Branding Strategy
- Product Management
- Business Analysis

Pavillion

- Marketing School
- Product Marketing

OTHER SKILLS

Design: Systems Thinking, Data Visualization, Journey Mapping, Heuristic Evaluation, Service Blueprints, Personas & Archetypes, Empathy Mapping, Visual Design, Wireframing, Rapid Prototyping, Information Architecture, Usability Test, A/B Test, Design Systems, Responsive UI

Product Marketing: Positioning & Messaging, Go-to-Market Strategy, Sales Enablement, Market & User Research, Competitor Analysis, Data Interpretation, Performance Optimization

Digital Skills: Figma, Adobe XD, Sketch, Rapid Prototyping Tools, Replit, Curser, Miro, Coda, Notion, Basecamp, HubSpot, SEMrush, Adobe CC, Google Analytics, Jira, Procreate, Coding Basics (HTML, Python, CSS), Wordpress, Wix

SCHOLARSHIPS

NIFT

Textile Association Of India

E Kalyan Jharkhand

CM Fund Jharkhand