

HARDIK SAXENA

Senior UX/UI Designer

+91-8874133818 - hardiksaxena.1801@gmail.com - uxhardik.com - [linkedin.com/in/hardik-saxena-758394211/](https://www.linkedin.com/in/hardik-saxena-758394211/)

PROJECTS

Cipla Nicotex Begin - India's first comprehensive smoking cessation application.

<https://begin.nicotex.in/>

Mobile App: B2C ,Experience Design, Healthcare, Gamification, e-commerce,

- Led and built a scalable, atomic design system for the mobile app. This standardized the visual language significantly reduced design-to-development handoff time.
- Architected the IA and user journeys for a 12-week NRT (Nicotine Replacement Therapy) program. Improved user retention and daily engagement by 60% translating complex medical protocols into accessible learning modules.
- Optimized the counseling booking flow by mapping edge cases and reducing cognitive load, which minimized user drop-offs and increased the completion rate of scheduled behavioral sessions.

Prezent AI - AI platform for business presentations.

<https://www.prezent.ai/>

WebApp: SaaS, Service Design, AI Featured Tools, Design System

- Introduced a scalable design system for enterprise-level business communication tools, ensuring UI consistency and faster feature shipping.
- Designed interaction models for core AI features, focusing on an automated presentation generator and intelligent slide creation workflows that reduce manual formatting time for enterprise users.
- Mapped the end-to-end service design for the "Overnight Presentations" feature. Optimized the fulfillment loop to ensure the rapid, on-demand delivery of brand-compliant slide decks without compromising user trust.

Get Barista - PR Agency Assistant

<https://getbarista.ai/>

WebApp: SaaS, AI Product, Design System

- Foundational UI design for an AI-powered generative assistant tailored to the workflows of PR agencies.
- Structured multi-tenant workflows for project-based brand management, allowing users to configure, isolate, and switch between highly specific brand voices with zero cognitive overlap.
- Designed dynamic interface components for document generation, reducing friction in the content creation process and enabling teams to output varied PR materials at scale.

It's Bella - School management platform for beauty and barber schools.

<https://www.itsbella.ai/>

WebApp: SaaS, Dashboard, Landing Page, Design System

- Consolidated heavy administrative workflows (NACCAS reporting, attendance tracking, and Title IV financial aid) into a centralized, data-dense dashboard, significantly reducing task completion time for school administrators.
- Mapped out the interface for a proactive AI alert system that acts as a digital employee—automatically catching missing signatures, flagging compliance risks, and keeping schools audit-ready.

EXPERIENCE

Groto

September 2024 – July 2026

Senior UX/UI Designer

Delhi, India

- Conducted comprehensive UX audits and implemented UI optimizations that directly increased long-term user retention and noticeably improved conversion rates.
- Managed all phases of the design process, from leading initial sales pitches, discovery calls, and rapid prototyping (Figma) to facilitating post-launch user testing.
- Seamlessly adapted to project scopes by operating as a hands-on individual contributor partnering with dev teams, while also mentoring and guiding junior designers through complex workflows.

EDUCATION

Unitedworld Institute of Design

2020-24

Bachelor of Design in Interaction Design

TECHNICAL SKILLS

Domains & Specialties: Product Design, B2B SaaS, HealthTech, Fintech, B2C Mobile Apps, Service Design, AI Interface Design, Gamification, Discovery Calls, Dashboard & Data Visualization, Luxury E-commerce.

Core UX/UI: Information Architecture (IA), Atomic Design Systems, User Workflows, Rapid Prototyping, Interaction Design,, Design-to-Dev Handoff, UX Auditing, Discovery Calls, AI Generalist

Tools & Technologies: Figma, Photoshop, Illustrator, After Effects, Touch Designer, Maze, Zero Height.

Generative AI tools: Claude, Perplexity, Magnific, LumaLabs, Chat GPT, Higgsfield.