

Nikunj Bafna

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SUMMARY

Product designer and creative technologist with 3+ years of experience specializing in designing scalable and visually compelling SaaS platforms and agentic systems for global brands in the AI and tech fields. With a Master's in Design and Technology from Parsons School of Design, my edge lies in a rapid process of prototyping, validation, and iteration to build market-leading products that solve critical user problems. I excel at transforming executive vision into concrete product realities and guiding cross-functional teams.

EXPERIENCE

Lead Product Designer, Accrete

June 2023 - Present | New York City, USA

- ◇ Project: Agent (Integrated Generative AI Assistant)
 - Spearheaded the end-to-end design of 60+ core AI functionalities, shipping a unified and intuitive agent experience that increased user engagement and feature adoption across the product suite.
 - Led the 0-to-1 design of the automated report generation and scheduling system, by brainstorming, wireframing and transforming a complex manual process into an intuitive workflow.
 - Contributed to strategy and planning with roadmap reviews, future state discovery, competitor analyses, and testing various features.
- ◇ Project: Paradigm Design System
 - Built the Design System from the ground up, designing and documenting a variable-driven component library with 20+ core components and data visualizations, cutting development cycles by ~70% and ensuring visual consistency.
 - Developed a comprehensive token-based variable system with light/dark mode support, saving 100+ engineering hours and ensuring brand and accessibility compliance.
- ◇ Project: IKE (Custom AI Agent Platform)
 - Led the foundational 0-to-1 product design of a no-code custom AI platform, defining the information architecture, core workflows, and MVP launch that validated the product vision and secured initial enterprise user adoption.
 - Established the branding and visual identity, establishing a scalable design language that was leveraged to ship 10+ core features, from custom agent creation to data visualization dashboards.
 - Created the brand and visual identity, informed by extensive competitor analysis, to create a distinct experience for custom agents.
- ◇ Project: Kepler (Agentic Social Narrative Intelligence)
 - Drove the strategic redesign of Kepler by introducing an "agent-first" user experience, which simplified complex interaction and enhanced the platform's core analytical capabilities.
- ◇ Leadership & Impact
 - Contributed to investor deck and stakeholder demonstration prototypes, marketing and sales efforts, and website updates.
 - Led company-wide presentations, actively participated in cross functional team syncs to foster collaboration, and mentored junior design talent while documenting their progress.

UX Design Intern, HDFC Life

August 2021 - February 2022 | Mumbai, India

- ◇ Drove the end-to-end UI/UX design for a term life insurance education platform, delivering 30+ user-centric screens that demystified complex financial concepts and significantly increased customer engagement.
- ◇ Transformed board-level business requirements into an intuitive digital product, aligning executive vision with user experience.
- ◇ Defined the product's core brand identity and design strategy, leveraging comprehensive competitor analysis and continuous user validation to create a market-leading experience that drove brand recognition.

Communication Design Intern, HB & Co. Design Agency

May 2021 - July 2021 | Mumbai, India

- ◇ Orchestrated the UX strategy and design for a key investment advisory client, translating complex financial services into an intuitive digital platform that drove lead generation and user trust.
- ◇ Elevated the brand presence for 5+ high-growth FMCG clients like Noto Ice-cream and Dot&Key Skincare by delivering cohesive brand manuals, visual assets, and packaging designs that captured consumer attention.

EDUCATION

Parsons School of Design (The New School)

Class of 2024 / New York City, USA

MFA Design and Technology, CGPA: 3.9/4.0

ISDI School of Design and Innovation

Class of 2022 / Mumbai, India

Diploma in Communication Design, CGPA: 3.44/4.0

University of Mumbai

Class of 2021 / Mumbai India

BA in Sociology

SKILLS

Product Strategy, Design Thinking, User Research, User Interviews & Surveys, Usability Testing, Competitive Analysis, Heuristic Evaluation, UI/UX Design, Interaction Design, Information Architecture, User Flows, Wireframing & Prototyping, Journey Mapping, Human-Computer Interaction (HCI), UX of LLMs, Visual Design & Storytelling, Data Visualization, Branding & Identity, Motion Design, Typography

TOOLS

Figma, Sketch, Adobe XD, Protopie, Framer, HTML/CSS, JavaScript, Adobe Creative Suite (Photoshop, Illustrator, After Effects, InDesign), Blender, p5.js / three.js / d3.js, Jira, Notion, Miro, Figjam, Webflow, Spline 3D, Cursor AI