GOKUL PARMAR

Senior Product Designer | B2B SaaS & AI Products

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PROFESSIONAL SUMMARY

Senior Product Designer with **3+ years of experience designing B2B SaaS and AI-driven products**. Strong expertise in LLM-based interfaces, data analytics dashboards, and enterprise workflows, with proven **0-to-1 product ownership, team leadership**, and measurable business impact in high-growth environments.

SKILLS

Product & UX: Product Thinking, Interaction Design, Problem Framing & Solving, UX Strategy, Design Systems, User Research, Usability Testing

AI & SaaS: LLM-Based Interfaces, Conversational AI UX, B2B SaaS Products, Data Analytics Dashboards

Leadership: Design Team Leadership, Stakeholder Management, Founder & Engineering Collaboration, Product Ownership

Specialties: Figma, Miro, Relume, Adobe XD, AI-Assisted Design Tools

WORK EXPERIENCE

Lead Product Designer

FireAI | Mumbai   Jan 2025 – Present

- Led **0-to-1 product design** for a **B2B SaaS AI analytics platform**, enabling natural-language queries to generate **interactive, scalable dashboards**.
- Managed and mentored a 3-member design team, defining design standards and workflows while delivering under **tight timelines and technical constraints.**
- In AskFire AI, validated **16–20% engagement improvement via Microsoft Clarity** after LLM-powered suggestion prompts.
- Designed India's first AI-driven root-cause analysis workflow and scalable enterprise dashboards.
- Delivered strong business impact through the Causal Chain analytics feature, contributing to **~36% customer growth and improved activation**. (Causal Chain case study)

Senior Product Designer

Stringify AI (Woodle) | Contract · Remote (San Francisco)   Oct 2024 – Dec 2024

- Designed end-to-end UX for a B2B and D2C AI SaaS platform, **reducing manual document workflows by 40–50%.**
- Developed LLM-based conversational user experiences by analyzing model behavior, edge cases, reliability constraints, and user trust patterns.
- Established and scaled a comprehensive **design system with 300+ components**, enabling consistent prototyping with founders and engineers. (Woodle AI Case Study)

Senior UI/UX Designer

Brandemic | Bangalore   Jan 2023 – Sep 2024

- Designed complete multi-page websites for education and enterprise brands, including **Admit Abroad and Mahindra MIBS**.
- Led UI/UX across D2C, EdTech, B2B, and e-commerce platforms, including **Aditya Birla ABC Finance** and Jisora.

Co-founder

Pickmount | Part-time | Bhopal   Oct 2021 – Dec 2022

- Built and scaled a D2C e-commerce brand, generating ₹18+ lakh revenue.
- Owned product UX, branding, and customer acquisition flows.

EDUCATION & CERTIFICATIONS

B.Tech, Mechanical Engineering – LNCT Bhopal (CGPA: 8.8/10)   June 2019 - May 2023

Google UX Design Certificate • Growth School UX Workshop