

Vishal Pandya

Product Designer | B2B SaaS | UX Strategy | Design Systems

ABOUT

Product Designer with 13+ years of experience designing and launching B2B SaaS, enterprise, and mobile products. Experienced in product discovery, UX strategy, user research, workflow design, and design systems. Designed 60+ digital products across multiple industries and collaborated closely with founders, product managers, and engineers to deliver intuitive, business-focused user experiences.

EXPERIENCE

Product Designer @ AppVentory

January 2024 - PRESENT

- Led the end to end design of AppVentory, a B2B SaaS spend management platform, taking the product from 0 to 1 through discovery, validation, MVP design, and launch.
- Conducted research with 35+ beta users to validate assumptions, refine workflows, and improve user experience.
- Created a scalable design system that improved design consistency across product modules and accelerated feature delivery.
- Partnered closely with founders and engineers to define product strategy and launch the MVP within 3 months.

Assistant Design Manager @ OpenXcell

April 2015 - January 2024

- Progressed from UI Designer to Assistant Design Manager over a 9 year tenure, demonstrating consistent growth and leadership.
- Designed and delivered 60+ web, mobile, and SaaS products across multiple industries.
- Led product design initiatives for GoodFirms, Orderhive, Try Speed, and other in-house products.
- Mentored junior designers and collaborated with founders, product owners, and engineering teams to deliver user centered solutions.

UI/UX Designer @ Space-O Technologies

December 2012 - April 2015

- Designed mobile apps for iOS and Android for multiple industries.
- Created wireframes, user flows, prototypes, and user interfaces.
- Delivered mobile apps by partnering with project managers and developers throughout the design lifecycle.

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CORE SKILLS

Product Design • UX Strategy • User Research • Information Architecture • Interaction Design • Design Systems • Prototyping • Figma • Miro • B2B SaaS

LANGUAGES

English - Professional

Hindi - Native

Gujarati - Native

EDUCATION

Bachelor's in Business

Administration (Part-time)

D.Y Patil University

2023 - 2026

Diploma in Web Design & Multimedia

Dr. Ambedkar Institute

2009 - 2011

SELECTED PROJECTS

AppVentory - B2B SaaS

Speed - Fintech

GoodFirms - B2B Platform

Booz Mobility - E-Mobility

LeaderJam - Education

Case studies available in portfolio