

Atharva Dnyanmote

Product Designer • Enterprise SaaS • AI-Native Workflows

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Professional Summary

End-to-end Product Designer with 4+ years in enterprise SaaS, backed by a **20+ component design system** & a **25% lift in B2B onboarding task completion** across Fortune 500 offices. Builds with **AI-native workflows** (Claude Code, Cursor, Figma Make).

Skills

AI & Design Tools: Claude Code, Cursor, Figma Make, GitHub Copilot, ChatGPT, Figma, FigJam

Product & Systems Design: Interaction Design, Design Systems, Prototyping, Wireframing, Information Architecture

Research & Validation: User Interviews, Usability Testing, Co-design, Contextual Inquiry, Journey Mapping, A/B Testing, WCAG 2.1 AA, Section 508

Collaboration: Miro, Axure, Adobe XD, Jira, Confluence, Zeplin, Tableau, Power BI, Google Analytics

Experience

NorthQuad | Product Designer • B2B SaaS Product Strategy

Sept 2024 - Present

- **Designed 120Water's self-serve Lead Prediction & Verification Planner**, avoiding **\$150-\$200** per-line dig costs across tens of thousands of unclassified lines; demoed to sales, CSMs & leadership, then validated with **6** live-customer UXR sessions.
- **Led 0-to-1 design for 120Water Sample Manager**, a compliance platform using Claude Code, Figma & Figma Make; live with **15** organizations across **18** U.S. states.
- **Built the UX for 120Water's tiered predictive modeling engine** ahead of a federal 2027 compliance deadline, converting a manual internal workflow into a customer-facing tool. Prototyped **47+** interactive iterations in vanilla JS/HTML to pressure-test tiered logic, then authored a **170+** function, **200+** event-handler spec validated with automated testing.
- **Extended & helped redesign Sample Manager's design system**, shipping **20+** token-based components for task management, facility tracking & compliance scheduling; applied it to the predictive modeling product too, accelerating design-to-engineering handoff by **38%**.
- **Aktiga: led UX research & product strategy for its Agenda Keeper**, combining usability testing, competitive analysis & stakeholder interviews to uncover meeting-workflow friction; translated findings into MVP user flows & prioritized V2 recommendations for onboarding & enterprise use cases.

Purdue University | Product Designer & Graduate Research Assistant

Jan 2023 - May 2024

- **Griffith Foods** (culinary ingredient manufacturing): **cut technician lookup time from 4 minutes to under 12 seconds**, building an AI troubleshooting tool grounded in 16 field interviews across 4 factory sites.
- **Eliminated scope ambiguity**, synthesizing 16 technician interviews into a user archetype & VP-aligned requirements.
- **Ford Labs**: designed Story Jam, an internal tool for cross-team brainstorming & idea voting, from wireframes to high-fidelity UI.
- **Published peer-reviewed research at ACM SIGACCESS ASSETS 2024** on inclusive UX for photosensitive users, leading **7** co-design workshops across 3 studies that shaped adopted guidelines.

SAP | Product Designer • Sales & Marketing Cloud and Customer Experience

Nov 2021 - Jul 2022

- **Raised new-hire task completion by 25%** across 5 global offices (India, Germany, U.S.), designing SAP's enterprise onboarding system & self-serve resource hub for Fortune 500 B2B SaaS.
- **Owned end-to-end product design for SAP Sales Cloud** (campaign setup, target groups, lead tracking) with Figma-to-Jira handoff to Engineering.
- **Audited SAP Fiori against WCAG 2.0 AA & Section 508**, remediating screen reader patterns across **50+** enterprise UI components.

Education

Purdue University • M.S. in Computer Graphics Technology, User Experience Design

May 2024

University of Mysore • B.Des. in Human Centered Design

Aug 2021

Academic Publications

"Not Only Annoying but Dangerous: An Ecology of Protections for Photosensitive Users"

ACM SIGACCESS ASSETS 2024

"Data Ownership and Validation in Civic Life: Can Online Content Vouch for a Person's Credibility?"

SSRN Preprint, 2024

"Who Can Play?: Analyzing Pre-Purchase Accessibility Information for Video Games"

SECAC 2026, Winston-Salem, NC