

Aashish Lal

Lead Product Designer | Design Leadership, Design Systems, AI Products

Bengaluru, India | Open to remote and international roles

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SUMMARY

Product designer and design lead with 6+ years in product design and a 10-year technical background in teaching, support and product work. At Swivl I joined as a Senior Product Designer, was promoted to Lead, and built the design function behind a field-service platform on web and mobile. On my own, I designed and shipped Rooted, a self-help growth app now live on the App Store, by directing AI coding agents with written specs and independent review gates. The web app went live in about two weeks. I work across product definition, research, interaction and visual design, design systems and AI-assisted prototyping.

EXPERIENCE

Swivl (WrmsKonnnect Technologies)

Feb 2025 - Present

Lead Product Designer (promoted from Senior Product Designer)

Bengaluru, India

- Lead design across product and marketing for Swivl's web and mobile products, including Swivl Connect. Scope covers CRM, scheduling, estimates, invoices, payments, the website builder and the AI receptionist.
- Built the design function from scratch into a team of up to 10, then used AI to tighten the workflow from brief to handoff, so work ships faster. Led the marketing rebrand, grounded in card sorting, internal tests and a competitor color map.
- Built a design system with semantic color tokens, shadcn-based components, documentation and mobile-first rules. Developers adopted the same token names, and a maintained Storybook mirrors every component update, so design and code stay in sync.
- Redesigned the invoice lifecycle and scheduling flows. After release, invoice sent-to-paid conversion rose from 21% to 76% and task completion from 59.1% to 67.9% (May to July 2026).
- Partnered on the shift from sales-led to product-led growth through onboarding, pricing and paywall design. The product now has 6,000+ users.

Rooted (Self-Help Growth App, iOS)

May 2026 - Present

Solo Founder and Product Designer

Remote

- Designed and shipped Rooted solo, directing AI coding agents to build it. The web app went live in about two weeks (first commit 1 May 2026), followed by about five months of building the iOS app, shipping updates and stabilizing it. The iOS app is live on the App Store; Android is in closed beta.
- Designed the 6-dimension diagnostic, AI-generated report, daily task loop, habits and goals, and AI journaling. Streamlined the 18-step onboarding after funnel analysis showed drop-off.
- Designed Treeko, an AI companion built on Anthropic's Claude API, with an explicit AI consent step, plus streak-freeze recovery, paywall placement and every mobile screen.
- Built a design system on shadcn/ui with brand typography and shared mobile tokens. Delivered with AI coding agents across 600+ merged pull requests using Next.js, Supabase, Clerk, Expo and React Native, RevenueCat, Dodo Payments, PostHog and Sentry.
- Validated the concept before launch: 50+ people completed the assessment.

Sketch Brahma Technologies

Jul 2023 - Jan 2025

Product Designer, then Senior Product Designer from Jul 2024

Bengaluru, India

- Led product design across B2B and B2C client accounts including Medi Assist, Titan, Simple Energy, Mineware, Bildsy and Netgear.
- Designed responsive, accessible web and mobile interfaces, and built tokenized component libraries that cut design-to-development time by 30%.
- Ran user research, stakeholder workshops, heuristic evaluations and usability testing. Mentored junior designers and set the design review standard across client teams.

Galaxy Weblinks

May 2022 - Jun 2023

UX/UI Designer

Remote

- Designed responsive web and mobile app experiences for US and international clients, focused on usability, accessibility and retention.
- Built design systems, atomic UI components and microinteraction specs for developer handoff.

Neointeraction, Fingent, Sutherland Global, IIB Education

Sep 2015 - Feb 2022

Instructor, Technical Support, Product Support, UX/UI Designer

India

- Moved from teaching computer hardware and networking (100+ students) through technical and product support into UX/UI design.
- Led 0-to-1 design for Dr. Robo, an AI/ML healthcare SaaS MVP, and revamped Inkmagik, an in-house prototyping tool.

SELECTED PROJECTS

- **MAven, Medi Assist (health insurance app):** Lead Product Designer on the B2C app redesign for 200K+ users (23K+ daily active). Play Store rating rose from 2.0 to 4.5+.
- **Medi Assist Design System:** Lead Product Designer on the color, typography and component system.
- **Me@Titan (enterprise HR portal):** Senior Product Designer on the web and mobile portal used by 10,000+ Titan employees, reducing drop-off on document access and asset requests.
- **Simple Energy, Senzcraft, Mineware (EV and B2B SaaS):** Designed EV firmware rollout platforms, a 0-to-1 fleet management MVP and a mine management interface.

SKILLS

Design: Product Design, Design Leadership, Design Systems, User Research, UX Strategy, Interaction Design, AI Product Experiences, Mobile Design, Accessibility, Product-Led Growth, Agentic Workflows, Rapid Prototyping

Tools: Figma, Claude Code, AI coding agents

Stack I direct and review: Next.js, Expo, React Native, Supabase, PostHog, shadcn/ui, Claude API

EDUCATION AND CERTIFICATIONS

- B.Tech in Electronics and Communication, MG University
- Certificate of Interface Design, Shift Nudge (Aug 2025)
- Google UX Design Professional Certificate, Google (May 2023)
- Accenture Digital Skills: User Experience, Accenture (May 2023)