NAVEEN PULLAGURA

PRODUCT DESIGNER • **B2C E-COMMERCE, CONSUMER MOBILE & AI SYSTEMS**

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PROFESSIONAL SUMMARY

2+ Years Verified Experience

Product Designer with 2+ years of verified end-to-end experience architecting high-traffic B2C/B2B e-commerce storefronts, consumer mobile experiences, and enterprise AI SaaS platforms. Proven track record designing scalable software for 25+ enterprise clients (including **upGrad**, **NIIT**, **TransformMe**) serving **10,000 to 50,000+ active users per client**, alongside high-volume retail consumer storefronts for US distributors. Demonstrated impact: **90% reduction in survey creation time** via AI-assisted flows, **20% engineering velocity acceleration** via tokenized design systems, and consumer gamification models driving user retention.

CORE COMPETENCIES

Product, Systems & Code

B2C & Consumer UX: Mobile App UX/UI, Conversational Voice/Chat AI, Gamification (XP & Streaks), E-Commerce Cart & Checkout Optimization.

Design Systems: Figma Tokens Studio, Component Architecture, Responsive Standards (Web, Tablet, Mobile), WCAG 2.1 AA Accessibility.

Product Design & SaaS: End-to-End Product Architecture, Multi-Tenant White-Labeling, Admin Dashboards, User Journey Mapping, Wireframes & Prototypes.

Research & Delivery: CX & Client Feedback Discovery, Timed Usability Audits, 95% Design-to-Code Fidelity, AI Frontend Starter Code Generation.

PROFESSIONAL EXPERIENCE

End-to-End Product Track Record

Product Designer · NuVeda Learning

June 2025 – Present | India

Enterprise Learning Platforms & AI Products — 25+ Clients · upGrad, NIIT, TransformMe · 10k–50k+ Users/Client

- **NuVeda 360 (SaaS Unbundling):** Extracted legacy feedback module into a standalone SaaS product; designed a 3-tier survey builder (AI Assistant, Industry Templates, Manual) that **slashed survey creation time by 90%** (from 45+ mins to <5 mins); architected 3-step white-label setup and credit token economy.
- **NU Coach (AI Conversational UX & Gamification):** Transformed a raw AI-coded Lovable prototype into a high-retention coaching platform; eliminated cognitive scroll clutter, redesigned simulation dialogue, and introduced gamified retention loops (XP points, leaderboards, streaks) praised by executive leadership.
- **TransformMe Custom Storytelling Module:** Designed a bespoke consumer mobile AI storytelling coach (avatar & avatar-less modes) with an interactive conversational module creator, successfully launched into TransformMe's live learning ecosystem.
- **CALF 2.0 (Flagship LMS Overhaul):** Redesigned course creation, preview panels, and multi-role dashboards across 4 core roles, resolving client pain points gathered via dedicated CX feedback loops and earning widespread client acclaim.
- **Design System Delivery:** Centralized tokens across web, tablet, and mobile, **increasing dev velocity by 20%** with **95% handoff fidelity** and delivering production-ready frontend starter code.

UI/UX Designer · Phantasm Solutions

July 2024 – January 2025 | India

High-Traffic E-Commerce & Warehouse Management Systems (WMS) — US Clients · American Distributors, Splash Distributors LLC

- **B2C & B2B E-Commerce Storefronts:** Designed responsive consumer web storefronts and native iOS/Android mobile apps for high-volume US distributors, architecting product discovery, search filtering, cart, and multi-step checkout for thousands of everyday retail shoppers and wholesale buyers.
- **WMS Operations Architecture:** Designed end-to-end warehouse dispatch, real-time inventory tracking, and fleet logistics interfaces, directly connecting multi-channel consumer storefront orders with backend fulfillment.
- **Design-to-Code Quality:** Partnered closely with frontend developers to enforce responsive component standards, achieving **90%+ visual and functional implementation fidelity**.

Business Executive → UX Contributor · DBASE Solutions

October 2023 – July 2024 | India

University ERP & High-Stakes Examination Systems — EdTech & Higher Education Workflows

- **User Discovery & Field Research:** Conducted dozens of live campus demonstrations and faculty interviews with university deans, directly uncovering high error rates and severe navigation friction in exam evaluation workflows.
- **UX Flow Redesign & Recognition:** Self-initiated wireframing and redesigned multi-tier task flows using user-centered design principles; **cut user support tickets and error rates**, earning personal commendation from the Company Chairman.

EDUCATION & QUALIFICATIONS

Bachelor of Technology (B.Tech) — Mechanical Engineering
Ramachandra College of Engineering (Affiliated to JNTUK) · Eluru, AP

Product Design & UI/UX Specialization
Domestika Certified UX Designer (2023) · Double Diamond, Design Systems & HCI

TOOLS & METHODS

Design & Systems: Figma, Tokens Studio, Auto-Layout, Component Libraries, Mobile App UX
Research & Delivery: CX Feedback Loops, Usability Audits, Wireframing, 95% Dev Fidelity, Lovable/AI Prototyping