Achyut Khanpara.

Product Designer & Design Engineer

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PROFILE

Product Designer and Design Engineer building **enterprise SaaS and agentic AI products** across fintech, compliance, pharma, retail and supply chain. I lead end to end: UX briefs and research, wireframes, interactive prototypes, design systems and product demo videos, with strength in data-dense dashboards, **human-in-the-loop AI**, design-to-development pipelines, accessibility (WCAG 2.2) and brand and visual design.

EXPERIENCE

WorldLink Labs
UX / Product Designer & Design Engineer
Oct 2025 – Present
Frisco, TX

- Partner with the Chairman, executive leadership, Product, Engineering and QA across Agile planning, design reviews, implementation validation, executive demos and sales enablement.
- Lead product design for four Fortune 100 clients across banking, pharma and retail, delivering AI, SaaS, compliance and analytics experiences for operations that serve tens of millions of customers daily.
- Designed **VERRDICT**, an AI network-governance platform for a Fortune 100 bank: five connected tools that let network teams see issues, fix them and prove every AI decision with an explainable verdict, shaped by 8 user interviews and 2 rounds of usability testing over 12 weeks.
- Owned UX strategy and end-to-end design for an **AI-powered GRC platform**: six modules on one design system that turn multi-step risk, audit, approval and compliance workflows into clear flows.
- Architected **WorldKit**, WorldLink's design system: 93 token-driven components that re-theme from four inputs, with WCAG 2.2 colour rules, that **cut design-to-engineering rework by 50%**.
- Built a multi-client token system (primitive → brand → semantic) with a **React + TypeScript + Storybook** library (switchable accent, density, light/dark), a matching Figma library and a Token Studio HTML preview tool.
- Lead product designer for **TARIFF.IO**, a tariff-intelligence platform: turned a split-pane, chat-driven interface into one guided pipeline (classify → audit → calculate → export) with three data-entry paths (manual, CBP 7501 upload, API), broker review, sticky KPI rows and **PORTUS**, an AI assistant, streamlining a 15-step customs journey across 5+ workflows.
- Designed an **AI operations platform** for a Fortune 100 retailer that shows every role, from the store floor to corporate and IT, what to act on first: six role-based portals on one design system.
- Owned UX for an **agentic AI store assistant** (LangGraph) for a convenience-retail client: Agentic Studio front end, live orchestration view, **human-in-the-loop approvals** and multi-modal input, plus an animated HTML prototype and demo videos.
- Designed **GEO Sentimates**, a generative engine optimisation platform for a global biopharma's brand portfolio, with confidence intervals, answer-provenance drill-down and an evidence-chip AI chatbot.

EXPERTISE

Agentic AI UX · Enterprise SaaS · Design systems · UX research · Design engineering · Accessibility · WCAG 2.2 · Brand & visual design · Data-dense dashboards · Human-in-the-loop AI · Demo video & motion

SKILLS

Product design
UX & interaction design · Wireframing · Prototyping · User flows · Journey mapping · Information architecture · Design systems & tokens · Accessibility

Research & strategy
User interviews · Usability testing · Heuristic evaluation · Competitor analysis · Personas · A/B testing · Card sorting · Tree testing · Affinity mapping · Qual & quant analysis · Product strategy

Visual & brand
Visual design · Brand identity · Typography · Layout · Iconography · Motion · Presentation design · Marketing graphics · Demo video production

EDUCATION

M.S. User Experience (HCI)
Arizona State University · 4.0 GPA
May 2025

B.E. Computer Engineering
Gujarat Technological University
May 2022

WorldLink Labs, continued

- Designed a **gross-to-net contracting twin** that shows every deduction move from gross to net, and a **coffee bean digital twin** with scenario runs, A/B comparison, Monte Carlo risk and AI prediction.
- Directed the redesign of WorldLink's corporate website, restructuring information architecture, navigation, visual hierarchy and brand storytelling to **increase engagement by 28%**, including the accelerator pages from low-fi to high-fi.
- Created WorldLink brand and marketing assets: teaser videos for GRC, AI Layer, Supply Chain Accelerator and IWOL, branded executive and sales decks, a three-variant RFP cover page, and executive LinkedIn and Teams backgrounds.
- Redesigned the UX flow for **Velox.ai Test Forge**, a test-generation feature, and ran wireframe and prototype reviews with the team.
- Prototype in code with Claude Code, Cursor, Devin and Windsurf, so teams review working React builds instead of static mockups.

Saayam For All

Jun 2025 – Oct 2025
Remote, USA

UX Designer

- Built end-to-end UX for a nonprofit service platform's mobile and web apps, delivering 30+ production-ready screens and reusable patterns that **reduced developer handoff time by 12%**.
- Redesigned the donor payment journey around usability findings, reaching a **90% transaction success rate** and **reducing checkout abandonment by 25%**.

Arizona State University

Jul 2024 – May 2025
Tempe, AZ

UX Designer · Business and Finance

- Designed and optimised 70+ responsive pages in ASU's financial digital ecosystem for 3,000+ monthly users, meeting WCAG 2.2 and institutional design standards.
- Ran mixed-method research (interviews, surveys, usability tests) with students and staff, redesigning navigation, information architecture and workflows to **improve task completion by 30%**.
- Facilitated recurring research and design reviews with 10+ cross-functional stakeholders across content, accessibility and engineering.
- Designed the Harkins Ultimate Fundraiser banner, recognised with the **ASU Sun Award (2024)**.

Infotop Solutions Pvt. Ltd.

Sep 2022 – Jun 2023
Rajkot, India

UX Designer

- Owned full-cycle UX for a fintech platform, simplifying data visualisations and **improving feature discoverability by 40%**.
- Shipped responsive e-commerce checkout flows for a retail client, **lifting conversion by 60%**.

Thinkwik Technologies Pvt. Ltd.

May 2022 – Aug 2022
Ahmedabad, India

UX Designer

- Produced interactive Figma prototypes for 4+ enterprise web apps, speeding stakeholder approvals and shortening feedback cycles.
- Crafted B2B analytics dashboards that **raised client satisfaction scores by 18%**.

TOOLS

Code
HTML · CSS · JavaScript · TypeScript · React · Next.js · Storybook · Python · SQL · GitHub

Design
Figma · Figma Make · FigJam · Framer · ProtoPie · Sketch · Adobe XD · Webflow · Storybook

Visual & motion
Illustrator · Photoshop · InDesign · After Effects · Premiere Pro · Canva

AI & code
Claude · Claude Code · ChatGPT · Copilot · Cursor · Devin · Windsurf · Lovable · Bolt · v0 · UX Pilot · Antigravity

Research
UserTesting · Hotjar · Qualtrics · dscout · User Interviews · Google Analytics · Miro · Mural · Lucidchart

Delivery
Jira · Confluence · Notion · Trello · Zeplin · InVision · Drupal · Google Workspace · Microsoft 365

CAD
Fusion 360 · SolidWorks · AutoCAD · CATIA

WAYS OF WORKING

Design thinking · Agile · Lean UX · Human-centred design

INDUSTRIES

Fintech & banking · Compliance & GRC · Pharma · Retail · Supply chain & trade · Nonprofit · Higher education

AWARD

ASU Sun Award
Arizona State University · 2024