Abhilash Bhakre | Senior Product Designer

Product Design Strategist | Enterprise UX/UI Specialist | AI-Powered Experiences

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Professional Summary

Senior Product Designer with **7 years of experience** specializing in **fintech** and **healthcare**, driving **seamless digital experiences** across B2B, B2B2C **enterprise,** and consumer platforms. Expert in **AI-Tech integration**, **user research**, **design systems**, and **strategic product thinking**. Proven ability to **lead complex projects**, **mentor design teams**, and **align cross-functional stakeholders** to deliver significant user and business impact in **agile environments**. Adept at leveraging **data** and fostering feedback-driven processes to drive **innovation** and **efficiency**.

Experience

Senior Product Designer (Freelance) | 3/25 - Present | Philadelphia (Remote)

Leading design for an AI-powered HR Enterprise platform using **Google's AI** ecosystem - Gemini Pro, Document AI, and Firebase to deliver a seamless employee dashboard.

- Building scalable enterprise tools to support workforce and business visibility goals.
- Collaborating with engineers and business leads to streamlining onboarding and compliance workflows.

Fidelity Charitable (Scale & Security) - UX Designer II | 4/22 - 12/24 | North Carolina (Remote)

- **Led end-to-end design for eCRM Experience CMS projects**, serving as **Subject Matter Expert (SME)** for the **Associate Enterprise Application (EXD)**, demonstrating deep understanding of product, user, and technical aspects.
- **Drove significant business impact** with the associate desktop application, contributing **$3.87B+** to **26% of grants and 25% of contribution volumes ($598M+)** (2024) by enabling complex **B2B2C transactions** within a **two-sided marketplace**.
- **Increased transaction efficiency by 57%**, bringing completion time to 2 minutes 30 seconds.
- **Boosted representative productivity by 59%** (from 32 to 51 transactions/rep) and **achieved a 63% increase in user satisfaction** for critical transaction features.
- Validated design solutions through **A/B testing**, informing key decisions that led to improved user flows.
- Collaborated **cross-functionally** with product, engineering, and legal teams.
- Contributed to the **design system**, ensuring **consistency and scalability** across platforms.

Eliassen Group - Sr. UX Designer | 2/22 - 3/22 | Boston (Remote)

Led design collaboration and interactions for client FM Global. Although a mismatch in role expectations affected my position, this experience enabled me to focus on acquiring new skills.

Language Dept. (Design Services) - Enterprise UX Designer | 5/21 - 2/22 | New York City (Hybrid)

- Led full-cycle product delivery for **Bank New York Mellon**, integrating Salesforce with Microsoft Dynamics 365, boosting user efficiency by **40%** and satisfaction by **51%**.
- Designed iOS app prototypes (interaction, animation) for an **AI-driven conversational game** startup.

Envision2bwell - UX Designer | 3/21 - 5/21 | West Chester, PA

Designed a **Digital Health & Wellness platform for desktop/iOS**, increasing user efficiency by **15%**.

PDA Media - UX Designer | 1/20 - 3/21 | Philadelphia, PA

- Designed an **AI-powered SaaS web application** with a **ChatBot** (LLM, NLP, ML) to streamline loan applications, cutting response time by **79.8%**.
- Built a complete **design system** & collaborated with front-end teams on **UI component library**.

Pravin Kadam - UX Designer | 6/19 - 5/20 | Philadelphia, PA (Remote)

- Designed an **AI-driven iOS habit-forming mobile app** to enhance sleep hygiene, improving first-time completion by **65%** and multi-task completion by **81%**.
- Increased user community forum engagement by **15%** utilizing **GenAI & NLP**.

Pravin Kadam - UX Designer | 1/19 - 12/19 | Philadelphia, PA (Remote)

Developed a custom **email management Android application** for a university, reducing dependency on multiple apps by **66%**.

Skills & Expertise

- **Design & Strategy:**
  UX/UI Design • Enterprise Software UX • Information Architecture • Interaction Design
  Rapid Prototyping • Visual Design • Design Systems • Mobile Design (iOS/Android)

- **Research & Collaboration:**
  User Research • Journey Mapping • Data Modeling • Persona Development
  Usability Testing • Stakeholder Alignment • Agile & Scrum • Business Goal Mapping

- **Tools:**
  Figma • Adobe XD • Sketch • InVision • Miro • Mural • JIRA • HTML/CSS
  Illustrator • Photoshop • WCAG • ADA Compliance • AI-Tech

Education

Thomas Jefferson University, Philadelphia, PA
M.S. in User Experience & Interaction Design (8/17 - 12/20) Additional Credits in Industrial Design

Babasaheb Ambedkar Marathwada University, India
Bachelor of Architecture (6/10 - 7/15)