

Pratik Raj

Senior Product Designer

Enterprise workflows · Admin experiences · Permissions & Governance · AI-assisted products

About Me

Senior Product Designer with 7+ years designing enterprise SaaS platforms used by administrators, operators, and business teams across procurement, digital adoption, healthcare, and retail domains.

Specialized in workflow design, permissions systems, configuration experiences, extensibility platforms, accessibility, and AI-powered productivity tools. Experienced leading ambiguous platform initiatives from strategy through delivery while partnering with Product, Engineering, Research, and Executive stakeholders.

Contact

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Education

Master of Design, Universal Design
National Institute of Design
2015 - 2018

B.Tech., Mechanical Engineering
IIIT Jabalpur
2011 - 2015

Core Competencies

- Enterprise SaaS & Platform UX
- Workflow & Service Operations
- Roles, Permissions & Governance
- Configuration & Admin Experiences
- AI-Assisted Experiences
- Accessibility (WCAG/VPAT)
- Design Systems
- Information Architecture
- Product Strategy & Research

Experience

- Senior Product Designer**
Whatfix, Bangalore May, 2025 - Present
 - Leading platform UX initiatives across **enterprise administration, governance, identity management, and organizational workflows**.
 - Leading design for a centralized **Admin Dashboard and governance experiences**, establishing organization-level visibility and control across **users, workspaces, policies, and operational activities**.
 - Led redesigns of **Roles & Permissions, SSO authentication, SCIM provisioning, and BGU management** workflows, simplifying enterprise **identity, access management, and organizational configuration**.
 - Introduced **Audit Logs, GxP-compliance** capabilities, and an **AI-powered documentation platform**, strengthening governance, traceability, regulatory readiness, and knowledge management at scale.
 - Led cross-functional **WCAG/VPAT** certification effort improving accessibility alignment with **WCAG 2.1 AA** and near **WCAG 2.2 AA** readiness.
- User Experience Design Specialist**
SAP Ariba, Bangalore Feb, 2022 - Apr, 2025
 - Led UX for **enterprise procurement and extensibility platforms** across complex multi-entity environments.
 - Designed **administration and configuration** experiences for **workflows, policies, and platform customization**.
 - Simplified **platform workflows and extensibility** capabilities, reducing operational friction.
 - Influenced **platform capabilities** and patterns adopted across multiple product areas.
- User Experience Designer**
Nextuple Inc., Bangalore Dec, 2020 - Feb, 2022
 - Designed **cloud-native retail fulfillment solutions** supporting **same-day delivery, next-day delivery, and curbside pickup** for global retail organizations.
 - Delivered **route definition and driver-facing experiences** that streamlined logistics operations and improved fulfillment efficiency.
- User Experience Lead, Innovation and Research**
Aster DM Healthcare, Bangalore Oct, 2019 - Dec, 2020
 - Designed and launched **tele-consultation** workflows during **COVID-19** as part of a **scalable technology-enabled care delivery initiative**.
 - Led UX strategy, research, and solution evaluations for **healthcare innovation programs**, including large-scale **mental health support platforms**.
- Design Engineer**
Forus Health Pvt. Ltd., Bangalore Aug, 2018 - Oct, 2019
 - Designed a **fundus camera** for the **European and American markets**, focusing on industrial and mechanical design.
 - Developed an **application-based solution** for school-going children suffering from **Age-Related Macular Degeneration (AMRD)**.

Patents & Awards

Granted Patents

- "Clog-Free Easy Drain Sink" (Patent No. 406046)
- "Handheld Device for Self Vision Testing" (Patent No. 500943)

Awards

- Gandhian Young Technological Innovation Award 2015** at the **Rashtrapati Bhawan, New Delhi**