

Pratik Raj

Senior Product Designer

About Me

Product designer with 7+ years of experience designing enterprise B2B SaaS platforms, governance systems, and complex admin workflows. Specialized in system-level UX across identity & access management, enterprise-administration, compliance, and multi-tenant orchestration. Experienced in partnering across teams to design scalable platform capabilities for global enterprise customers.

Contact

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Education

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

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

Core Competencies

- Enterprise Platform & Governance UX
- Identity & Access Management
- RBAC & Permissions Systems
- Multi-tenant Platform UX
- Enterprise Workflow Architecture
- Admin & Configuration-heavy Systems
- Compliance, Auditability & Accessibility (WCAG/VPAT)
- Cross-functional Product Strategy
- Customer Research & Systems Thinking
- AI-assisted Workflow Design

Experience

- Senior Product Designer**
Whatfix, Bangalore May, 2025 - Present
 - Leading **platform and governance UX** across **enterprise administration, identity management, compliance, and multi-workspace orchestration**.
 - Leading design for org-level **Admin Dashboard** for **centralized governance, SSO/SCIM management, delegated administration, and scalable enterprise configuration**.
 - Led **SCIM v2.0 orchestration flows** including **token portability, role mapping, and IdP-driven lifecycle management**.
 - Designed **RBAC, teammate lifecycle management, audit logs, and GxP compliance** workflows supporting enterprise **governance and auditability**.
 - Led **cross-functional WCAG/VPAT remediation** improving accessibility alignment with **WCAG 2.1 and near WCAG 2.2 readiness**.
- User Experience Design Specialist**
SAP Ariba, Bangalore Feb, 2022 - Apr, 2025
 - Led UX for **enterprise procurement and extensibility platforms** supporting **complex configuration, governance, and workflow-heavy experiences**.
 - Designed scalable **admin and policy-management systems** balancing **flexibility, compliance, and operational control**.
 - Improved system-level workflows across **forms, policies, and extensibility frameworks** in collaboration with Product and Engineering.
- User Experience Designer**
Nextuple Inc., Bangalore Dec, 2020 - Feb, 2022
 - Designed **data-driven fulfillment systems** for **large-scale retail operations** (same-day, curbside, logistics workflows).
 - Built **operational tools** for **route planning and driver coordination**, balancing real-time decision-making and usability.
 - Collaborated closely with product and engineering to deliver **cloud-native, scalable solutions**.
- User Experience Lead, Innovation and Research**
Aster DM Healthcare, Bangalore Oct, 2019 - Dec, 2020
 - Designed and launched a **tele-consultation workflow** during **COVID-19** in collaboration with **external healthcare and technology partners**.
 - Led UX for large-scale **mental health and care-delivery platforms** focused on **accessibility, operational scalability, and patient workflows**.
- 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

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