

Ajay A

Experienced in complex SaaS platforms and enterprise systems. Strong in end-to-end product design, user flows, design systems, and scalable UI, with a focus on usability, system thinking, and fast execution using AI-assisted workflows.

Experience

Product Designer | Charles Technologies

Aug 2024 – Present

- Designing end-to-end SaaS products including mobile apps, web applications, and enterprise admin panels
- Defining UX strategy, information architecture, user flows, and scalable design systems
- Working closely with frontend and backend developers to ensure smooth design-to-development handoff
- Designing complex, data-heavy dashboards with clarity and usability
- Delivering high-quality designs under tight timelines and evolving business constraints

Freelance Experience | Independent Product Designer (Part-time)

2019 - Present

- Delivered apps, websites, admin panels, and brand identities through full end-to-end design ownership.
- Solved cross-industry design challenges with clean, scalable, user-focused solutions.
- Managed freelance projects alongside full-time roles with strong communication and client satisfaction.

Data Research Analyst | Grow10X

Mar 2021 – May 2024

- Conducted B2B client research and analytics for SaaS companies, supporting data-driven marketing campaigns
- Worked with CRMs including Zoho CRM, HubSpot CRM, and Sugar CRM to manage and analyze lead data
- Performed market and competitive research to identify patterns, insights, and underserved customer segments
- Enabled the launch of three targeted advertising campaigns, generating 500+ qualified leads
- Built a strong foundation in data-driven decision-making and business understanding

Education

Bachelor of Technology (B.Tech) - Information Technologies

Sri Manakula Vinayagar Engineering College | 2016-2020

Problem Solving & Innovation

Solved complex, large-scale product challenges by translating intricate workflows into scalable UX strategies, leveraging AI-assisted automation and intelligent solutions such as OCR to improve usability and delivery speed.

Continuous Learning

Actively pursue continuous learning by exploring emerging design tools, UX frameworks, and AI-driven workflows through industry communities, research, and experimentation to improve speed, quality, and impact of design delivery.

+91 8778495968

achudhan-ajay.github.io/portfolio-website/

archudhanajay369@gmail.com

linkedin.com/in/achudhanajay

behance.net/achudhanajay

Key Projects

In-house Warehouse & Logistics Management System

Duration: 3 Months | Role: Product Designer (Solo)

Designed an internal warehouse and logistics tracking platform with role-based experiences for drivers, warehouse managers, product managers, manufacturers, and administrators, including QR-based inbound, outbound, and dispatch workflows, scalable user flows, admin dashboards, and reusable UI components.

Political Party Operations & Analytics Platform

Duration: 3 Months | Role: Product Designer (Team Project)

Designed an election management platform featuring constituency analytics, leadership dashboards, and OCR-based verification for efficient workflows.

Executive-level Internal Platform

Duration: 1.5 Months | Role: Product Designer (Solo)

Created an executive business management system with role based access and modular dashboards for revenue, operations, legal tracking, and data-driven decision making.

Ocean Mart

Duration: 1 month | Role: Product Designer (Solo)

Designed a B2C seafood e-commerce platform with end-to-end user flows, along with a CMS based admin panel to manage orders, inventory, and operations; improved usability through structured navigation, optimized checkout flows, and scalable components for future growth.

Other Projects

Duration: 1 month | Role: Product Designer (Solo)

- Designed multiple internal apps, admin panels, and software tools
- Worked on visual brand identity systems and digital branding assets
- Contributed to holistic design efforts beyond UI, ensuring consistency across platforms

Skills

Product & UX

- User Research
- UX Strategy
- User Flows & Information Architecture
- Wireframing & Prototyping
- Design Systems
- Usability & Accessibility
- Data-heavy Dashboard Design

Tools & Technologies

- Figma
- Sketch
- Adobe Creative Suite (Photoshop, Illustrator, After Effects, Premiere Pro)
- AI-assisted design tools and plugins
- Design-to-code tools (e.g., Replit-based workflows)
- Spline, Blender