Himanshu Raikwar

Senior Designer - Product & SaaS UX

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PROFESSIONAL SUMMARY

Senior Designer with **5+ years of experience** building mobile-first SaaS and AI enterprise products. Expertise spans **onboarding, pricing flows, and data-heavy dashboards**, driving activation, conversion, and retention. Key results include scaling an AI SaaS platform to **$100K+ ARR**, a **40% bounce rate reduction**, and **45% website traffic growth**. Currently leading AI-first enterprise workflows at Grey Chain AI.

WORK EXPERIENCE

Senior Designer
May 2026 - Present

Grey Chain AI, Delhi, India (Remote)

- **Enterprise AI UX:** Design end-to-end user experiences for enterprise clients including **Alvarez and Marsal** and **Norbloc**.
- **AI Workflow Design:** Lead UX/UI design across the platform, translating complex AI workflows and business requirements into intuitive, scalable user experiences.
- **Cross-Functional Leadership:** Partner with senior leadership, product, and engineering teams to shape AI-first workflows and enterprise experiences for complex, workflow-driven platforms.

Lead Digital Designer
Mar 2021 - Jun 2026

SEO Content AI, California, United States (Remote)

- **Product Launch and Revenue:** Designed and launched a full-stack AI SaaS platform from scratch to MVP, generating **$100K+ ARR**; built onboarding, dashboard, pricing, and content automation flows.
- **Conversion Rate Optimization (CRO):** Reduced bounce rate by **40%** and improved Click-Through Rate (CTR) by **25%** through UX restructuring informed by Microsoft Clarity behavior data.
- **Growth Engineering:** Led a strategic project with the engineering team incorporating APIs, SEO, and Google Analytics, increasing website traffic by **45%**.
- **Design Systems:** Developed a scalable Figma design system for a cross-functional team of 5 developers across a **300+ page platform**, reducing design-to-development delivery time by **20%**.
- **Data-Driven Iteration:** Integrated PostHog and Microsoft Clarity analytics to drive data-backed UX decisions across dashboards, checkout flows, blogs, and landing pages.

Lead Digital Designer
Mar 2021 - Jun 2026

White Label Resell, Los Angeles, United States (Remote, Contract)

- Led end-to-end design operations for B2B SEO and lead-generation websites across real estate, construction, and local service industries; designed **30+ high-converting sales and investor presentations**.
- Delivered conversion-focused, mobile-first websites for brands including Guild Golf Carts, Wooden Wood Works, and Texas Backyard Structures; built reusable layout systems to accelerate multi-client deployment.
- Built reusable Figma component libraries and style guides, reducing design iteration time across multiple client projects.

Earlier Roles
Jan 2021 - Jun 2022

- **UI/UX Designer, Asban INC** (Quebec, Canada, Remote): Designed client websites across multiple sectors in Figma; developed **10+ style guides** and brand design systems integrated with WordPress and Elementor.
- **UI/UX Designer, Link Building Blogs** (California, Remote): Designed **150+ mobile-responsive pages** with a WordPress development team, plus hundreds of custom graphics, icons, and brand assets.

SKILLS

Core Expertise: Enterprise AI UX, SaaS Product Design, UI/UX Design, Dashboards and Data-Heavy Interfaces, Design Systems, Conversion Rate Optimization (CRO), User Research, Information Architecture (IA), Accessibility (WCAG), Stakeholder Management.

Design Tools: Figma, FigJam, Interactive Prototyping, Miro, Adobe Creative Suite.

Analytics and Ops: PostHog, Microsoft Clarity, Hotjar, Google Analytics (GA4), Google Search Console, Ahrefs, Notion.

Web and AI: WordPress, Elementor, OpenAI (ChatGPT), Claude, Gemini, Midjourney, AI Prompt Engineering.