

Sathyasiddha Pattanaik

Product Designer | AI-Native Product Design & Agentic UX

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SUMMARY

Product designer with 3+ years of experience designing AI-native and agentic products across healthtech, enterprise tooling and consumer social apps. At Bajaj Finserv Health, designs B2C and B2B2C health, e-commerce and employee-benefits products end to end, from research and PRDs to production UI and engineering handoff. Works vibe-coding-first, moving ideas from v0 and Claude Code prototypes into Figma and the design system.

SKILLS

Product Design: End-to-end product design, product concept development, UX research, market research, usability testing, information architecture, user flows, interaction design, UI design, responsive web design, wireframing, prototyping, design systems, UX writing, e-commerce UX, enterprise and B2B2C UX

AI and Agentic UX: AI-native product design, agentic UX, LLM-powered products, conversational UI, RAG-based products, prompt design, MCP workflows

Product and Delivery: PRDs, user stories, acceptance criteria, competitive benchmarking, design-to-engineering handoff

Prototyping and Code: Vibe coding, no-code and low-code development, HTML, CSS, Next.js, TypeScript, Tailwind CSS

Tools: Figma, FigJam, Claude Code, v0, Google Stitch, Framer, Notion, Miro, Adobe Photoshop, Adobe Illustrator

EXPERIENCE

Bajaj Finserv Health | Pune, Maharashtra, India

Product Designer | Oct 2025 – Present

Associate UX Designer | Jul 2024 – Nov 2025

UX Design Intern | Jul 2023 – Jul 2024

- Designed the Wellness Store, a greenfield health and wellness e-commerce marketplace for B2C shoppers and B2B2C corporate members on employer-funded wallets; shipped the MVP and vouchers phases.
- Extended the healthcare design language system (DLS) into e-commerce patterns despite third-party vendor imagery and a fast go-live timeline; owned design-to-engineering handoff in Figma.
- Designed WorkPerks, a B2B2C employee benefits and rewards platform: structured the catalogue into a three-level taxonomy (11 categories, 50+ benefits, ~290 offerings) and prototyped the employee app, including rewards and recognition journeys for employees, managers and HR admins across 68 screens.
- Wrote the PRD for an AI posture check feature using on-device pose estimation (MediaPipe) in a PWA, so no images leave the device (DPDP Act); split it into front-end and back-end user stories.
- Designed the Health Coins rewards hub, merging separate earn and redeem journeys into one; delivered the information architecture, an interactive prototype and a componentised Next.js, TypeScript and Tailwind CSS front end.
- Designed connected-health journeys, including the Smart Health Mirror self-service kiosk with its companion app and digital health report, and a continuous glucose monitor (CGM) device flow for diabetes retail.
- Delivered interactive coded prototypes and Claude Code build specs alongside Figma files, using a vibe-coding-first workflow (v0, Claude Code, Google Stitch, Figma).
- Progressed from UX Design Intern to Product Designer in 27 months and received the MVP of the Quarter award.

Freelance Designer | Self-employed | Remote | May 2019 – Jun 2023

EDUCATION

Bachelor of Design (B.Des), UX/UI Design | Chitkara University | 2020 – 2024 | CGPA: 9.71/10

CERTIFICATIONS

- Foundations of User Experience (UX) Design | Google | Jul 2022
- Enterprise Design Thinking Practitioner | IBM | Nov 2022