

# AKASH NASKAR

Senior Product Designer who ships production code · AI-Native · Design Systems · 0→1

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## SUMMARY

Senior product designer who ships production code. 5+ years owning end-to-end design for complex, AI-powered products — game-dev platforms, fintech, enterprise SaaS — and increasingly building them: I carry work from research and design systems through to deployed Next.js / React / TypeScript front ends. That engineering fluency removes handoff friction and lets me prototype with real code inside the design loop.

## EXPERIENCE

### Independent Web Development Agency

Lead Designer / Engineer

Founder

Nov 2025 – Present

- Founded and run a web-development agency end-to-end — design, build, and ship production sites in **Next.js / React / TypeScript / Tailwind**; generated ~**₹3L revenue** in the first 3 months.
- Building **multilingual AI voice agents** integrated with clients' WhatsApp Business accounts; 3 qualified leads in the pipeline.

### TERRA — AI-Powered Game Engine

Senior Product Designer

Remote

Mar 2024 – Nov 2025

- Built an **atomic design system** (~40 components, semantic tokens) that let four V2 pillars — Material Template, Asset Upload, T# logic, JAM collaboration — ship in parallel without the interface fracturing, cutting dev handoff time through tight design–engineering collaboration.
- Scaled RT Studio from a **0→1 pilot to 12 active studios** (200+ games shipped) by leading the V2 redesign end-to-end — interviews, research synthesis, IA for a complex multi-feature platform; lifted task completion **26% (62%→78%)** and cut wrong-panel error rate **65% (23%→8%)**.
- Designed and shipped **Flow** — an AI copilot for Unity (Figma-to-Unity UI Builder, AI Texture Generator) — building the landing page end-to-end (design, code, analytics) and qualifying a **\$5K+ subscription-intent pipeline** via targeted cold outreach.
- Used **Claude Code** to generate interactive prototypes directly from designs, collapsing the design-to-research loop and surfacing usability issues before they reached engineering.

### Freelance — Fintech & B2B SaaS

Product Designer

Remote

Apr 2022 – Feb 2024

- Led UX and visual design for **LightPe**'s MVP and BETA fintech app — from stakeholder discovery through Figma prototypes to a responsive live product — achieving **4% conversion** within a month.
- Redesigned **AlgoTest**'s (YC S22) trading dashboard on a scalable Figma design system, shipping Backtesting and Indicators features with strong usability scores from power users.

### Castler — Fintech & B2B SaaS

Founding Product Designer

Remote

Jan 2021 – Mar 2022

- Increased landing-page conversion **63% (2.8%→4.6%)** through IA redesign, persuasive design patterns, and iterative A/B testing of user flows.
- Designed and shipped a **4-platform product suite** — Enterprise (Web, iOS, Android), Consumer WebApp, Castler Card — holding design consistency with Figma component libraries.

## SELECTED PROJECTS

**Althomes — Self-Running Booking Platform** (althomes.in). Designed and built solo, end-to-end — content model to deployment. Live booking availability (server-side PMS integration), owner-editable pages, automated enquiries. Lighthouse **97–100**; image pipeline **11 MB → 54 KB**. *Next.js 16 / React 19 / TypeScript / Tailwind 4 / Sanity / Docker*.

**Fallter — Web Game, Shipped Solo** (letter-fall-game.vercel.app). Designed, coded, and shipped a browser game solo — gameplay, art, and code, idea to live URL. *Vite / JavaScript*.

## EDUCATION

### Thapar Institute of Engineering and Technology

B.Tech, Computer Science

2017 – 2021

Microsoft Python Programming Certificate

## SKILLS

**Engineering:** React, Next.js, Vite, TypeScript, JavaScript, Tailwind CSS, shadcn/ui, Radix, HTML/CSS, C#, Python, Sanity CMS, Git, Docker, Unity, WordPress, Webflow

**Design:** Figma, Interaction Design, Design Systems, Component Libraries, Systems Thinking, UX Research, Usability Testing, Prototyping, Information Architecture, Wireframing, Adobe Creative Suite

**AI & Product:** AI Product Design, LLM-Powered UX, Generative AI, Prompt Engineering, Claude Code, n8n, Unity MCP, AI Copilot Experiences, Google AI Studio

**Methods:** 0→1 Product Development, Agile, Design Sprints, A/B Testing, Cross-functional Stakeholder Collaboration, Design-to-Engineering Handoff, Analytics (Mixpanel, GA)