Bhargavi Sundar

Product Designer · B2B SaaS · AI · E-commerce · Design systems

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I connect the dots between **user needs** and **business goals.** Five years designing B2B SaaS, AI and e-commerce products, on a computer science and HCI foundation, so I speak engineering as fluently as design.

5M+	5 days	30%	60+
users on the SaaS platform where I led feature UX	order-to-production, down from 8–10, after my UX audit	faster operator tasks with GPT-4 automation	components in the design system I co-built

EXPERIENCE

Outdoor Cap Company · User Experience Designer
Jul 2025 – Present

Multi-brand headwear manufacturer · B2B ordering, wholesale and retail sites

- **Helped cut order-to-production from 8–10 days to 5** and account-lead touches from 9–10 to 3, by running a 24-item UX audit of the ordering platform and closing every item.
- **Sole UX owner of a multi-team B2B storefront:** delivered all 10 design workstreams, from research to checkout, dealer and admin flows, on the launch date.
- **Built a multi-brand design system** for 4 products: template-plus-theme model, four tiers of tokens, kept in sync between Figma and code.
- **Owned the wholesale site end to end,** turning stakeholder asks into 15 specced tickets and a new size-grid ordering flow.
- **Made UX predictable to ship:** a five-gate UX process, release gates and handoff checklists; 112 tickets closed in 2026.

MyStudio · Product Designer
Oct 2023 – Jun 2025

SaaS platform for fitness and enrichment studios · 5M+ users

- **Raised feature adoption 25%** by leading UX for trial calendars, events, SMS and lead-generation workflows.
- **Improved operator task efficiency 30%** by designing GPT-4 automation into daily workflows, with clear, explainable AI states.
- **Cut user effort 40%** by reimagining checkout and enrollment, lifting event conversion.
- **Sped up design-to-dev handoff 40%** by co-building a 60+ component design system (Radix UI + shadcn) during the platform overhaul.
- **Closed the loop with customer teams** through a Slack feedback tracker that fed client requests straight into product decisions.

Modality.AI · UX Designer
Jun 2023 – Sep 2023

Conversational AI for neurological and psychiatric monitoring

- **Designed a high-stakes conversational AI experience** where accuracy and consistency come first, from 7 user interviews to journeys, personas, flows and prototypes.
- **Created the product's style guide** for website and mobile app, unifying every touchpoint.

ChalksnSlate Media · User Experience Designer
May 2020 – Jul 2021

Digital agency · Bangalore

- **Grew traffic 20% on average** across 15+ e-commerce websites I designed.
- **Audited checkout for Purplle** (30K+ monthly users) and streamlined its payment flow to improve retention.

SKILLS

User research · Usability testing · Information architecture · Interaction design · Prototyping · Design systems · Design tokens · AI and conversational UX · Dev handoff

TOOLS AND CODE

Figma · Maze · Webflow · GA4 · ClickUp · HTML / CSS / JS · React Native · Electron · Claude Code

EDUCATION

MS, Human-Computer Interaction
University of Maryland, Baltimore County · 2023

BTech, Computer Science
Jain University, Bangalore · 2020

CERTIFICATIONS

Enterprise Design Thinking Practitioner · IBM
Human-Centered Design: an Introduction
Design Principles: an Introduction
Web Design: Strategy and Information Architecture
Web Design: Wireframes to Prototypes

SIDE BUILD

Washing machine Pomodoro timer
Designed and coded a pixel-art focus timer, then shipped it to the browser, macOS, Windows, iOS and Android.

LANGUAGES

English, Hindi, Tamil, Kannada