Nilesh Anand

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EXPERIENCE [Senior Product Designer: 4.7+ years] B2B [4.7+ years] | B2C [3.2 years]

Product designer with **4.7+ years** across **B2B** and **B2C** in **SaaS**, **fintech**, and **consumer health**. Currently building a **0-to-1 AI audit platform** at Irame.ai, cutting BI turnaround from **3 days to 30 minutes** and RBAC setup from **20 minutes to under 2**. Previously rebuilt booking and billing at A'alda Vet, lifting **conversion 15%** and **record creation efficiency 40%**, and grew FD signups **20%** at Zfunds.

Irame.ai [B2B] - Senior Product Designer | 1 year 4 months *June 2025 - Present*

AI-assisted internal audit platform. Feed it your process documents and ERP data, and it builds the risk matrix, tests the controls against live financial transactions, and generates the audit report. The evidence trail stays intact at every step.

- Shipped a **0-to-1 SaaS platform** spanning **15 modules and 6 personas**, from **SOP** intake to regulatory **reporting**; owned product architecture, user flows, and UX; built it in code with **Claude Code**, taking it from **concept to production in 6 months** with **8 client organisations running** audits on it.
- Built a self-serve **BI** (business intelligence) layer for **auditors who have never written SQL**: widget builder with **10 visualisation types**, page filters, threshold alerts, visual join editor that states **each table relationship in one plain sentence**. One shell spans **Excel, live SQL, and query sources**; turnaround fell from **3 days to 30 minutes**, with **most dashboards now built by users rather than requested**.
- Architected the platform's **role-based access control (RBAC)**. Admins assemble custom roles from **75 permissions across 11 resources**. The system blocks conflicting approval combinations, and each role shows **how many people currently hold it**, so admins see who a change affects before saving. Cut setup time from **20 minutes to under 2 minutes**.
- Shaped a report templating system so clients keep their own report format: upload an existing report and the system extracts its **sections, headers, signature blocks, and branding** into a reusable template, with per-part fill tags controlling what the generator may write and what it must leave untouched, cutting quarter-end report assembly from **3 days to 4 hours**.
- Created a home page that opens with **what a user owes, not what happened**: a drag-resizable **14-widget** layout that re-ranks itself to the role of whoever opens it, replacing **3 landing pages**. **Time to first action fell by 40%**.
- Authored a custom **Claude Code skill** packaging the design system (components, layout and state patterns, copy rules, and code conventions), so any engineer or PM can build a feature that comes out on-system. Feature UI went from **a few days to same-day**, a **75% cut**, and design review now happens only on exceptions.

A'alda Vet India Pvt. Ltd. [B2B & B2C] - Product Designer & APM | 2 years 8 months *September 2022 - May 2025*

Japan's leading pet care brand. Owned the booking, scheduling, billing, and medical records that clinics use every day.

- Rebuilt booking around how a clinic visit works rather than one pet per slot, with **multiple pets and services in a single appointment**, live queue status, and flexible scheduling, for a **15% gain in conversion**.
- **Replaced paper records** with a custom pet medical-record system on **Editor.js** with reusable templates, automated medicine linkage, and lab results pulled straight into the record, so vets stop re-typing what the system already knows, lifting **record creation efficiency by 40%**, while **manual entry dropped 20%** and **errors fell 25%**.
- Introduced a customizable service model with **primary and add-on services**, so each clinic defines its own pricing and packaging instead of using a fixed catalogue, r**aising clinic revenue 25%** and **operating efficiency 30%**.
- Designed a resource management module with **clinic-based scheduling, role-based access, and a shared resource calendar** that prevents double-booking of rooms and vets across clinics, cutting **scheduling conflicts by 25%**.
- Reworked invoicing to match how clinics bill, with **multi-service line items, real-time add-ons, and multi-invoice payments in one transaction**, pushing **average booking value by 20%**.
- Delivered a customizable queue where each clinic defines its own **appointment stages** and reorders them by drag and drop, instead of every clinic working to one fixed **workflow**. Operating efficiency rose **30%**.

Zfunds [B2B & B2C] - Product Designer | 6 months *March 2022 - September 2022*

Mutual fund and wealth management platform.

- Owned the Fixed Deposit flow in the B2C app end-to-end, from **market research and user feedback through visual design**, driving **20% more FD signups**.
- Established a design system based on **trend and competitor analyses**, improving **design efficiency by 30%**.

SKILLS

AI Product + Structured Thinking • AI-Driven Design • Prototyping in Code • Design-to-Code Implementation • Scalable Design Systems
Business & Metrics • Storytelling • Stakeholder Management + Mentoring • Communication & Collaboration • Visual & Interaction
Product Design • AI Workflow Optimization • Prompt Engineering • High-Fidelity Prototyping • User Experience • Critical Thinking
Tools - Figma (Dev Mode) • Figma Make • Framer • Mixpanel • Miro • Claude Code • Google Stitch • AI Design Tools • Generative AI

EDUCATION

Product Manager Fellowship at NextLeap | Ranked as a **Top Fellow** among **250+ peers** May 2023 - September 2023
Bachelor of Computer Application | *8.2 CGPA* |*Galgotias University* 2019 - 2022