SAMARTH NAYYAR

Product Designer

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SUMMARY

Product Designer with 7+ years across fintech, AI, and enterprise products at Blink UX, Paytm, and MakeMyTrip. I built Voyage, an AI-friendly design system of 84,000 elements used by 50+ designers, and shipped chat payments to 100M+ users. Demos I built at Blink UX won $500M+ in deals in one year.

EXPERIENCE

Product Designer, Blink UX (Mphasis) *Jul 2024 - Present*

Austin, TX

- Architected Voyage, an AI-friendly design system of 84,000 elements with white-label theming across 20+ client brands, cutting design turnaround time 50% for 5 design teams and 50+ designers.
- Directed AI-assisted prototypes in Claude Code, Dyad, and Figma for enterprise fintech workflows at Wells Fargo, JPMorgan Chase, and BlackRock. These demos won $500M+ in deals in one year, a sales result.
- Unified designers and engineers around 1 Storybook component library with documented specs, states, and patterns across 9 enterprise clients, cutting back-and-forth.

Lead Product Designer, Carolinas Psychiatric Institute *Jan 2024 - May 2024*

Austin, TX | Capstone Industrial Experience

- Led 3 designers and 2 developers, working with product managers and the business, on an AI-based digital doctor app that impacted 10,000+ medical service helpers.
- Established 1 design system in Figma and Storybook, scoped for current business needs and future leadership goals, with developer-ready components.
- Shaped the product vision and merged 4 services into 1 offering. Successful funding achieved.

Senior Product Designer, ThinkQ AI *May 2023 - Jul 2023*

Austin, TX | Summer Industrial Experience

- Pioneered the 0-1 design of an AI-ready, gamified travel product in 3 months, ending in developer-ready components.
- Orchestrated developers, business leaders, marketing, and visual designers (4 functions) in an agile setting around 1 design system.
- Cultivated brand positioning from 2 angles, product and social media, which set the visual direction.

Product Designer, Paytm *Jun 2020 - Jul 2022*

Gurugram, India

- Drove research for Paytm Chat with 10+ current and 10+ lapsed users. Payment was the reason people opened a chat, and pay-first onboarding cut drop-off from 34% to 12% versus chat-first, a model competitors copied within 6 months.
- Built Paytm Chat's chat-payments primitives with 2 designers and 5 developers over 6 months, clearing legal, business, and management sign-off and shipping to 100M+ users.
- Spearheaded Insider Vibes, a 0-1 events platform with 3 user roles, onboarding 50,000+ paying users in month one at a 62% return rate. A test where 70% disliked QR codes on a moving background led me to same-wifi recognition and code sharing.
- Scaled 3 cross-platform design libraries and UI kits used by 250+ designers across 12 teams.

Product Designer, MakeMyTrip *Dec 2019 - May 2020*

Gurugram, India | Moved into a new role

- Streamlined the bus checkout flow for 82M monthly users, delivering 72% faster checkout and 34% lower drop-off while keeping cross-sell revenue by changing when it appeared.
- Engineered 1 universal seat-selection system that adapted to 4 bus layouts instead of one-off screens.
- Designed illustrated airport cab instructions and A/B tested 2 versions, picking the winner with support-call data.

Product Designer (Intern), Airtel Payments Bank *May 2019 - Jul 2019*

Gurugram, India | Internship

- Transformed a 60-feature merchant app for 1M+ non-technical users on low-power devices around the 2-3 features field research showed they used, delivering 14% faster feature discovery and lower support load.
- Delivered 100+ custom icons grouped by category for at-a-glance recognition without reading.

Product Designer / Web Developer, Vicara *Dec 2017 - Jul 2019*

Remote | Part time during university

- Owned 1 design system for the KAI wearable's new brand and product, plus a desktop toolkit, and coded the website in Webflow, Framer, React.js, and Node.js.
- Championed the Indiegogo launch, designing the page and writing the content for a campaign that raised over $100,000.

EDUCATION

M.S., Information Systems, UX Specialization, University of Texas at Austin, Aug 2022 - May 2024 (GPA 4.0/4.0)

B.Tech, Electronics and Communication Engineering, Vellore Institute of Technology, Aug 2016 - May 2020 (GPA 3.6/4.0)

SKILLS

Design & Research: Product Design, UX Design, Design Systems, AI Product Design, Human-AI Interaction, Interaction Design, User Research, Research Synthesis, Usability Testing, Prototyping, User Flows, Enterprise UX, Fintech, Accessibility (WCAG)

Tools: Figma, FigJam, Claude Code, Dyad, Storybook, ProtoPie, Rive, React.js, Sketch, Miro, JIRA, Framer