Saksham Shukla

Product Designer | AI, Conversational & Automotive UX

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Product designer with 4.5+ years on AI, conversational and in-car products at Verizon and HARMAN: an agentic assistant that lifted conversion 7% in an A/B test, and in-car audio shipped in Hyundai, Skoda, BMW and Subaru vehicles. I guide two junior designers and build my own AI products.

EXPERIENCE

Experience Designer II · Verizon

2025 – Present · Hyderabad

- Proposed a guided agent instead of an open chat for tello.ai, Total Wireless's AI assistant; wrote the conversation before any screen, then designed its stepper and plan cards. In the team's 4-week A/B test with 2,400 users, conversion rose 7%, plan selection became 5× faster (15 → 2.8 min), CSAT rose 12% and drop-off fell 6%. Now live.
- Prototyped a conversational phone activation flow that replaces a 12+ screen form: camera scanning for IMEI, SIM number and plan PIN across three scan flows with 20+ states; presented it to leadership.
- Own UX and design-system work on my team; guide two junior designers, reviewing their work and setting direction.

Experience Designer · HARMAN International

2024 – 2025 · Bengaluru

- Designed in-vehicle audio for Audio by Bang & Olufsen — feel-based sound control (Beosonic), AI sound tuning and QR sign-in — shipped in Hyundai and Skoda vehicles.
- When an engineer wanted to keep the 3-layer equaliser, proposed testing both on the same tasks; with 98 participants in the car, the 1-layer gesture model cut interaction time 40% and distraction 10%, with 76% satisfaction.
- Aligned with Bang & Olufsen in a 2-day workshop and had each section approved with them; in-car testing with live sound and light fed six fixes into the spec.

Associate Experience Designer · HARMAN International

2022 – 2024 · Bengaluru

- Designed One Audio, a connected multi-device audio app for Harman Kardon, shown in HARMAN's AutoOne cockpit at CES 2024 and shipped in BMW and Subaru vehicles; with a UX researcher, ran prototype validation with about 2,000 US participants: 65% faster device setup, +13% multi-device use and a 4.2/5 rating.
- Treated the 15-step CES demo as the user journey; wrote adaptation rules so one app reflowed across five in-car display formats on three cars, and reviewed every build against the design through to production.

INDEPENDENT PRODUCTS

Founder & Product Designer · DarpanAI (independent product)

2026 – Present

- Designed and launched an AI video director for creators in India that plans shots, coaches out loud in Hindi, scores takes and edits the reel.
- Launched in October 2026; within two weeks 65 creators signed up, 6 subscribed to Pro at ₹299/month and 32 reels were finished.

Founder & Product Designer · Bracket (independent product)

2026 – Present

- Designed and launched Bracket (live, v0.4; #9 on Product Hunt), an AI memory for freelancers and small teams: it detects scope, date and price decisions in email and Slack and asks a person before changing anything.
- Built a 53-component tokenised design system and 173 screens with clickable prototypes.

Product Designer · Plug and RelayOS (independent products)

Ongoing

- Plug (in design, launching 14 Jan 2027): AI that recovers vendor overpayments only after a person approves; 39 screens across 7 flows, every state designed.
- RelayOS (concept): multilingual voice AI for manufacturers that never agrees a price without the owner; 46 screens and a full engineering handoff.

SKILLS

AI: Conversational UX, Agentic AI, Human-AI interaction

Product design: Interaction design, Information architecture, Prototyping, Automotive HMI, Voice UX, UX writing, 0-to-1

Design systems: Design tokens, Component libraries, Accessibility

Research: Usability testing, A/B testing, User interviews

Tools: Figma, FigJam, Framer, Jira, Notion, Adobe Creative Suite, Procreate

EDUCATION

B.Tech, Electrical & Electronics Engineering — United College of Engineering & Research, Prayagraj · 2018 – 2022