GADE **HARISH** REDDY | **SENIOR PRODUCT DESIGNER (UI/UX & WEB DESIGNER)**



I'm a
Product Problem Solver

Senior Product Designer with 5+ years of UI/UX experience designing web and digital products across B2B SaaS, e-commerce, FinTech and AI. Experienced in end-to-end UX, responsive interfaces, design systems, prototyping, usability testing and developer handoff.

Portfolio: www.designbyharish.com **LinkedIn:** www.linkedin.com/in/harishreddygade/

Call: 8686393917 **Email:** ghr1919@gmail.com

5+
Years as UI/UX Designer

8+
Years as a Designer (3D,Game & Product)

Continuous learner
Always exploring

KEY SKILLS

AI-FIRST PRODUCT DESIGN
AI · Agents · Evaluation · Trust

DESIGN SYSTEMS
Tokens · Components · Theming · Storybook

UX RESEARCH AND VALIDATION
Interviews · Testing · Analytics · A/B

CONVERSION AND GROWTH DESIGN
Funnels · A/B Testing · Checkout

VISUAL DESIGN
Hierarchy · Typography · Composition

TOOLS

DESIGN
Figma Claude design Lottie Adobe Photoshop Higgsfield Google Flow Google Vids

AI
Claude Perplexity Chat GPT Midjourney Gemini

DOCUMENTATION & RESEARCH
Storybook | Microsoft Clarity PostHog Notion

GIVE ME THE TOOL. I'LL LEARN IT.

PROFESSIONAL EXPERIENCE

SENIOR PRODUCT DESIGNER (UI/UX & WEB DESIGNER)
Aug 2025 - Present

CREO IT PVT LTD • BENGALURU, INDIA

- Lead UX across web and mobile AI products and built the company's AI-first design practice: Design systems engineered to survive model upgrades.
- **SmartXchange**: Enterprise B2B SaaS platform connecting buyers, sellers, logistics partners, and administrators. Designed complex dashboards, onboarding, approvals, inventory management, pricing workflows, and scalable design systems for high-volume operational workflows.
- **Investtech**: Financial analytics platform for stock analysis. Built a scalable design system and designed AI-powered sector and company search, along with watchlists, portfolio tracking, explainable investment insights, and data-rich financial workflows.
- **FlyOnTheWall**: Privacy-first AI meeting assistant for macOS shipped to the Mac App Store.
- **YourPrice:** Gamified vehicle auction platform featuring multi-step bidding, voucher redemption, live auction flows, and conversion-focused UX.

UI/UX DESIGNER

ZOOZLE TECH • BENGALURU, INDIA

Jul 2023 – Jul 2025

- Owned the design system and end-to-end UX for a multi-sided e-commerce marketplace: buyer, seller, and admin experiences.
- Designed and A/B-tested conversion surfaces across listings, cart, and checkout, iterating against live analytics over two years.
- Built and maintained operational analytics dashboards, balancing data density with clarity for everyday users.

UI/UX DESIGNER

NUKEBOX STUDIOS • BENGALURU, INDIA

Feb 2021 – Apr 2023

- Designed mobile app, game, and website interfaces in close collaboration with engineers and 3D artists.
- Drove usability and clarity within heavily art-directed surfaces, translating creative direction into consistent, functional UI.

EARLIER EXPERIENCE

3D ARTIST

AMAZON DEVELOPMENT CENTRE • HYDERABAD

Feb 2020 – Feb 2021

- Designed mobile app, game, and website interfaces in close collaboration with engineers and 3D artists.
- Drove usability and clarity within heavily art-directed surfaces, translating creative direction into consistent, functional UI.

3D ARTIST / GAME DESIGNER & DEVELOPER

FREELANCE • HYDERABAD

Apr 2017 – Jan 2020

Delivered architectural pre-visualization and shipped a 2D hyper-casual game end-to-end across design, art, and code

JR. GAME DESIGNER

MUST PLAY GAMES • HYDERABAD

Aug 2015 – Mar 2017

Designed 30+ mini-games across genres and contributed to three flagship titles.

CERTIFICATIONS AND CREDENTIALS

CERTIFICATE OF COMPLETION, CLAUDE 101 ANTHROPIC

Aug 2026

https://verify.skilljar.com/c/4dihqzxzm92u

FOUNDATIONS OF USER EXPERIENCE (UX) DESIGN, GOOGLE

Jun 2024

https://www.coursera.org/account/accomplishments/verify/NFEMY979SKV2

EDUCATION

BA (HONS) COMMUNICATION DESIGN

2012 – 2015

Birmingham City University (United Kingdom), delivered via ICAT, India.