

Piyush Kulkarni

Product Designer | AI-Native Workflows, Complex Products + Design Systems

Product Designer with 4+ years designing complex B2B, enterprise, and consumer products, from early research through shipped, production UI. I own end-to-end design at Petavue, an enterprise analytics platform, building and extending our design system as new features ship. I use AI tools daily, Claude Code and the Figma MCP, to close the gap between design and what actually ships. I'm comfortable working independently and presenting design rationale directly to Product, Engineering, and stakeholders.

Capabilities: Product Design · Interaction Design · Design Systems · User Research · Usability Testing · Information Architecture · Prototyping · AI-Native Workflows

Tools: Figma · FigJam · Claude Code · Cursor · Codex · ChatGPT · Figma MCP · ProtoPie · Rive · Jitter · Framer · HTML/CSS/JavaScript/React

Selected Work

Petavue — Design System

piyushkulkarni.xyz/work/petavue-design-system

Consolidated 52 components with 60% fewer duplicates, adding full interaction state coverage across 9 product areas and 80 screens.

Dopplr — Virtual Dressing Room

piyushkulkarni.xyz/work/dopplr

Designed a B2C 3D try-on experience with avatar and fit visualization. Simplified an overwhelming flow around a clear size recommendation first, improving task completion and purchase confidence.

Petavue — Enterprise Data Hub

piyushkulkarni.xyz/work/petavue-data-hub

Designed a configuration platform for RevOps and data admins: dependency warnings, natural-language formulas, and explicit merge-path selection instead of hidden logic.

HotelArc — Mobile Hotel Booking Concept

piyushkulkarni.xyz/work/hotelarc

Designed a mobile hotel booking concept around how people actually compare hotels: upfront pricing, simplified comparison, and a linear five-tab booking flow, backed by user interviews.

Experience

Product Designer | Petavue

Mar 2024 – Present · Chennai, TN

- Product design:** end-to-end ownership of a complex, data-heavy enterprise SaaS platform, from discovery through shipped UI.
- AI-native workflow:** use Claude Code and the Figma MCP daily to turn the design system into production code, closing the gap between design and what ships.
- Design systems:** built and maintain a 52-component system used across 9 product areas, cutting feature turnaround from 4 days to 1-2.
- Cross-functional partnership:** work directly with Product and Engineering, presenting design rationale to stakeholders throughout.

UI/UX Designer | Dopplr.Digital

Jun 2022 – Feb 2024 · Bengaluru, KA

- Sole ownership:** owned research, design, and QA end to end as the only designer at a consumer eCommerce startup.
- Research-driven redesign:** used usability testing to simplify a confusing purchase decision, improving task completion and purchase confidence.

UI/UX Designer | Contract

Oct 2021 – Jun 2022 · Remote

- Brand & visual design:** designed brand identities, logos, and visual systems alongside marketing websites for a range of small and medium business clients.
- Client requirements:** worked directly with founders and business owners, translating ambiguous goals into clear user flows and interfaces.

Education, Certifications & Awards

Education

Acropolis Institute Of Technology And Research (RGPV)
B.Tech, Information Technology
Aug 2017 – Jul 2021

Certifications

Google UX Design Professional Certificate
Feb 2024
ProtoPie 101 Crash Course
Mar 2024

Awards

Wall of Portfolios — Featured (top 30% of submissions)
Aug 2026