

Ash Malgundkar

Product Designer · AI-SaaS, data management systems, consumer mobile

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Product designer who makes complex problems look simple and builds work with real impact. I started in healthcare marketing and grew into product design across AI-SaaS, consumer mobile and consulting.

EXPERIENCE

AI Design Evaluator · TasteLabs

Aug 2026 – Present

- Evaluate AI-generated UX/UI design for quality, usability and adherence to design best practice.
- Write detailed design rationale to guide AI model training; design judgment recognised in QA calibration reviews.

UX/UI Designer · Freelance, remote

Aug 2025 – Present

- Design and prototype end-to-end digital products across tax, marketplace and SaaS.
- Audit UX for early-stage startups, identifying critical usability gaps and prioritising fixes.

UX/UI Designer · Abulé, New York

Sep 2024 – Jun 2025

- Revamped onboarding for **10K+ users** across desktop and mobile, lifting completion by **25%**.
- Built a design system of **100+ components**, cutting design-to-dev handoff time and improving cross-team consistency.
- Created marketing assets and website content for the brand launch.

Product Designer · Knownwell, remote

Apr 2024 – May 2024

- Led end-to-end design of an AI-SaaS client-health platform as the sole designer, testing with **50 users**.
- Prototyped analytics dashboards that turned complex data into clear, decision-ready views.
- Defined user flows, product requirements and acceptance criteria, aligning product, engineering and business.

UX/UI Design Consultant · Zenda Consulting, New York

May 2022 – Aug 2022

- Redesigned **6 core modules** of NYC DOE's special education data system, from research to developer handoff.
- Led requirements gathering and workflow mapping, surfacing critical usability gaps and ensuring WCAG 2.1 compliance.
- Aligned product, engineering and compliance stakeholders around accessible, user-centred design.

Product Designer · Journey, New York

Feb 2021 – Aug 2021

- Owned the UX of the mobile app's community creation flow, turning a confusing setup into a seamless onboarding experience.
- Expanded the Figma design system, cutting design-to-development handoff time by **30%**.

Product & Marketing Designer · Myoaligner, Portland

Jun 2019 – Aug 2020

- Launched the brand's first social presence across Instagram, Facebook and YouTube for dental and medical audiences.
- Produced videos, brochures and sales collateral, and ran outreach to **100+** dental and medical professionals.

SELECTED WORK

Knownwell

AI client-health platform. Sole designer, tested with 50 users.

Zenda

NYC DOE special ed data system. 6 modules, research to handoff.

Journey

Creator onboarding for a communities app.

DESIGN & RESEARCH

UX research

User flows

Wireframing

Prototyping

High-fidelity UI

Design systems

Information architecture

Accessibility (WCAG 2.1)

Responsive design

Micro-interactions

UX copy

User interviews

Usability testing

Heuristic evaluation

A/B testing

Analytics

TOOLS

Figma

Miro

Notion

Jira

Trello

UserTesting

Adobe CC

Canva

MARKETING

Brand storytelling

B2B copywriting

Social & video content

Graphic design

EDUCATION

BS, Marketing Management

Wayne State University, Detroit · 2019

I sketch it messy, then make it simple.