

# KARAN DHIMAN

## Senior Product Designer

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12 years in design, 9 in product design across FinTech, B2B SaaS, banking, payments, and AI tools, where a wrong interaction model costs real money. **Over the last two years, I've been designing AI application interfaces and using AI to build: functional prototypes, Figma plugins, websites, and front-end experiments through vibe coding.** I frame problems before I open Figma. My recent work centres on AI interfaces where the product lives or dies on whether users trust what the system tells them. I design for that trust through explainability and control, not surface polish.

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## SKILLS

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**Design:** Interaction Design, Product Design, Design Systems, Information Architecture, Micro-interactions, Accessibility (WCAG)

**Research:** Usability Testing, Heuristic Evaluation, A/B Testing, Analytics-informed Design, Workshop Facilitation

**Domains:** FinTech, BFSI, B2B SaaS, Enterprise Software, AI Applications, IoT, Banking, Payments

**Tools:** Figma, FigJam, Miro, Maze, Hotjar, UserTesting.com, Rive, Axure

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## EXPERIENCE

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**UX Architect** | SLK Software Oct 2020 – Present

*Digital transformation firm. Clients in BFSI, healthcare, and retail.*

- Own the full design lifecycle: problem framing, research, interaction design, prototyping, user testing, and shipping. No handoffs to other designers. I see it through.
- Design AI-powered interfaces where the core challenge is making automated outputs feel reliable. I work on how confidence scores are surfaced, how users correct AI mistakes, and what the system communicates when it is not sure.
- Build interaction patterns for complex B2B workflows: multi-step forms, role-based views, conditional logic, and real-time data. The kind of screens where one wrong default costs someone time or money.
- Built and maintained a design system used across 5+ products: tokens, components, Figma variables, and documentation that engineers actually reference.
- Run weekly critiques. Mentor 10+ designers on framing problems clearly before jumping to solutions.

### AI Applications

- Designed explainability frameworks for two AI tools: a document processing platform (Dextr) and a code modernisation product (AI Wiz). Users needed to know when to trust the AI and when to override it. Introduced confidence indicators, surfaced low-certainty outputs inline, and exposed AI reasoning through progressive disclosure. Users got control without every output becoming a manual review.
- Built the interface between raw AI output and user action for a data management platform (IDM): query builder, validation logic, error states, and bulk operation flows. The platform handled sensitive enterprise data, so reversibility and confirmation patterns mattered as much as the primary flows.

### Banking, Payments and FinTech

- Call centre tool for credit card payment processing at Fifth Third Bank. Agents were switching between four internal systems mid-transaction. Restructured the flow around transaction intent, used progressive disclosure to reduce visible complexity. Validated with workflow shadowing and agent feedback.
- Contributed to a full redesign of the Voya Financial retirement planning portal. Reframed onboarding around outcome questions rather than setup steps to reduce early drop-off.
- Reframed onboarding around outcome questions rather than setup steps to reduce early drop-off. Simplified multi-step forms, improved mobile flows, and validated major decisions through usability testing.
- Rebuilt a legacy internal tool at First Horizon Bank. Agents had built workarounds into their daily routines because the original UI was so rigid. Spent time observing how they actually worked before touching any screens.

### IoT and SaaS

- Insurance SaaS for Ascensus, built on Unqork (no-code platform). The platform constrained what was possible visually. Used AI tools to refine the interface layer and make it feel intentional within those limits.
- IoT dashboard for retail store managers monitoring refrigeration across 500+ locations (Husmann Store Connect). The actual design problem was defining what an actionable alert looks like. Ran field shadowing and decision mapping, then built a three-tier alert system with context-aware next steps so the right person gets the right signal.
- Price quoting tool for sales reps at Emerson/Fisher (Presto). The original flow was built around how the backend worked. Restructured it so reps could generate a quote during a live call without switching contexts.
- Agent-facing CRM for Fischer Homes. Designed buyer management, listing workflows, and follow-up flows so agents could run their full process without jumping between tools.

**Founder & Lead Designer** | Karan Dhiman Design Studio Jan 2019 – Oct 2020

*Independent practice. Startups and small businesses.*

- Redesigned a medical appointment booking platform. The original flow had nine steps, and most users dropped at step four. Removed redundant data capture, reordered steps based on user testing, and brought it to five. Retention went up 30%.
- Shipped responsive web and mobile products across healthcare, education, food tech, and e-commerce. Handled everything from research and IA through visual design and handoff.

**UI, Visual and Motion Designer** | Magic Lantern Productions / Rocketfire Films 2012 – 2019

*Brand films, VFX, and digital products for enterprise brands and consumer apps.*

- UI for a kids' mobile game (Gurusqueaks) with observational usability testing. Websites and apps for BigBasket, Licious, and Zivame. Brand film work for Dell, Intel, and Infosys. This is where I learned to observe people using products before designing for them.

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## EDUCATION

**Executive PG Certification in UI UX Design** IIT Roorkee | 2024 – Apr 2026 (In Progress)

**UX Jumpstarter** ImaginXP | 2019 – 2020

**BA - HEP** GITAM University | 2017 – 2019

**Diploma in VFX and 3D Animation** FX School Mumbai | 2010 – 2012

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## RECOGNITION

Best Project Award (2022, 2023) | Best Team Award (2023) SLK Software