

Ashish Singh

Product Designer Who Builds

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SUMMARY

Product designer with 6 years in B2B SaaS and consumer products. At BeatRoute I lead end-to-end design for a sales and distribution platform used by 150+ enterprises and own its design system. I also build and ship my own products, including an AI product-analytics tool live in production, and I prototype with code to reach a working product faster.

EXPERIENCE

Lead Product Designer, BeatRoute Innovations

Jan 2023 - Present

- Lead end-to-end product design for a B2B sales and distribution platform (sales force automation, distributor management, route-to-market) used by 150+ enterprises: Godrej, Nestlé, PepsiCo, Perfetti. Work across product, engineering, and user research through release.
- Own the design system, including design tokens and theming, across three products (Sales Team Dashboard, Admin Dashboard, DMS Portal), keeping the platform consistent as new modules ship.
- Built the sales-app component library so engineers hand it straight to an AI coding agent, cutting design-to-ship time about 70%.
- Made the customer ordering app white-label and streamlined field-rep onboarding, which lifted in-app ordering activation across brands.
- Set up rapid prototyping with sales to demo tailored solutions in deals, shortening enterprise sales cycles.

AVP, Design, Jumbish Creations

Mar 2022 - Oct 2022

- Led design for an art-tech platform and NFT marketplace, earning international press for helping traditional artists sell digital work.
- Created the "PhyGital" format, pairing a physical artwork with its digital version.

Founder and Design Director, Anshaj SWM

Jun 2019 - Mar 2022

- Founded a smart-waste startup from idea to launch. Designed the Anshaj Smart Bin, a national innovation award winner.
- Built the Anshaj Marketplace. As an Entrepreneur in Residence at the IIM Udaipur and IIT Delhi incubators, raised about INR 30 lakh in government grants over two years.

PRODUCTS I HAVE BUILT

Traze (yestraze.com). An AI product-analytics tool: one script tag maps every feature, tracks usage, and returns a ranked, plain-English list of what to fix. Designed and coded end to end, live in production.

Signal. In-app feedback (CSAT and CES) for field-rep apps. Built the whole stack: PM console, backend, Android SDK, and deploy CLI.

Meethushh (meethushh.com). A consumer app for small-group meetups in a new city. React Native and Firebase, with a matching engine, voice-note screening, and payments. Shipped to pilot.

SKILLS

Design: Product design, UI/UX design, design systems, design tokens, interaction design, user-centered design, visual design, typography, systems thinking, craft, user research, usability testing, wireframing, prototyping, high-fidelity design, user flows, information architecture, accessibility (WCAG), design strategy

Process: End-to-end product design, cross-functional collaboration, data-driven design, metrics and experimentation, A/B testing, onboarding and activation, design-to-developer handoff, mentorship, stakeholder management

Domain: B2B SaaS, enterprise software, complex workflows, data-dense interfaces, internal tools and admin dashboards, sales enablement, sales force automation (SFA), CRM, order management, e-commerce ordering, field operations, retail execution, go-to-market (GTM)

AI: AI-native design, AI-assisted design workflows, prototyping with code, designing for AI agents

Tools: Figma, Figma Make, Adobe Creative Suite, After Effects, Miro

Builds with: Front-end (HTML/CSS/JS), React Native, Firebase, Node, Claude Code, Cursor

EDUCATION

B.Tech, Mechatronics Engineering, KUK University

2015 - 2019

AWARDS

- Young Entrepreneur of the Year 2022, India's Achiever Forum
- India's Most Innovative Product, AGNii (Government of India)