

Akshay Lakhanpal

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Summary

Product designer with **7+ years of consulting experience** across enterprise SaaS, consumer platforms, and startups. Specialize in information architecture, design systems, and translating complex workflows into clear user experiences. Background spans healthcare supply chain systems (1.9M SKUs), **AI-powered tools**, developer workflows, and **accessibility-focused design**.

Work Experience

TruU Inc. | Product Designer (Contract) | Dec 2025 - Present | Remote

- **Owning end-to-end zero-to-one design and build** of TruU's 13-page marketing site in Framer, from brand strategy and information architecture through **production**, using **Cursor** and AI tools (**Claude Code, Lovable, Subframe**) for **rapid iteration** on visual direction and interaction patterns
- Created the company's first **cohesive brand and design system** from scratch, defining color, typography, and motion token foundations that scale across product marketing and documentation
- Authored 7 **implementation-ready design specification documents** (50+ pages) covering layout architecture, animation choreography, and responsive behavior, reducing **design-to-development ambiguity to zero interpretation cycles**

University of Washington (DRS) | Lead Product Designer | Jan 2024 - Present | Seattle, WA

- Consolidated 3 fragmented websites into a single **accessibility portal** through end-to-end information architecture and UX strategy, **increasing faculty navigation success by 41.4%**
- Led inclusive design research across 4 focus groups of students and instructors, synthesizing qualitative data on content silos and confusing terminology to prioritize and resolve top user pain points
- Built **WCAG 2.1 AA compliant design system** with modular Figma component library, design tokens, and distinct student/instructor pathways, reaching 71% user satisfaction and **reducing support tickets 18% month-over-month**

Serval | Product Designer (Contract) | Oct 2025 - Nov 2025 | Remote

- Designed, built and **shipped 7+ pages** and global navigation in Framer for Serval's AI-native ITSM platform, delivering a **fully responsive production site** ahead of their **\$75M Series B** at a \$1B valuation led by Sequoia

Google | Product Designer (UW x Google Sponsored Project) | Jan 2025 - Jun 2025 | Remote

- Designed 3 **AI-powered creation tool end-to-end suite** for YouTube Shorts' **6.5M+ creator base**, developing interaction models that balanced AI automation with human creative control across generative content workflows
- Built 30+ high-fidelity interactive prototypes in Figma using **Material 3**, iterating across 3 design cycles from rigid linear flows to **flexible modular interfaces** with natural language input, based on direct creator feedback

GitHub | Design Consultant (UW x GitHub Sponsored Project) | Jan 2024 - Apr 2024

- Diagnosed a 14.3% usability drop in the pull request experience for **50M+ developers** through SUS scoring, A/B testing, and mixed-methods research (interviews, contextual inquiries, interaction mapping), driving redesign decisions that **improved task clarity and navigation**

Ernst & Young (EY) | Senior Consultant | Mar 2018 - Aug 2023

- Architected a **production-ready service blueprint** and human-centered taxonomy redesign for a Fortune 500 healthcare client's **1.9M SKU inventory system**, **reducing item-lookup time by 60-80%** and **order-picking errors by 70%**
- Redesigned B2B SaaS workflows through information architecture overhaul across 8 concurrent enterprise engagements, cutting task completion time by 18% and **new-user training duration by 25%**

Money Wisdom | Co-Founder | Aug 2016 - Feb 2018

- Built and shipped a self-serve digital portal for cash-only merchants through 15+ design sprints, reducing client onboarding from **2 hours to 25 minutes** and achieving **92% monthly retention** across 180+ micro-business owners

Skills

Design & research: Interaction design, information architecture, design systems (tokens, components), service design, visual design, motion design, responsive design, accessibility (WCAG 2.1), mixed-methods user research, usability testing, A/B testing, journey mapping, product strategy

AI & tools: Designing for AI (generative UI, AI-assisted workflows) | AI-augmented process (Cursor, VSCode, Claude Code, Figma AI) | Figma, Framer, Adobe Creative Suite, Jitter, n8n, HTML/CSS

Collaboration: Cross-functional stakeholder alignment, design-to-engineering handoff, design critique, product storytelling