

Akash Azad

Product Designer | UI/UX Designer | Full Stack Product Development (0 -> 1)|

✉ akashazad23@gmail.com 📞 [+49 1516 4367741](tel:+4915164367741) 📍 Berlin, Germany 🌐 <https://akashazad.com>

Summary

- Product Designer with **5+ years** delivering polished digital products across SaaS platforms, consumer apps, and service products
- Expert in **visual hierarchy, UI polish**, and translating product requirements into clear, high-quality visual outputs
- Experienced in **scalable design systems**, reusable component libraries, and **AI-assisted design workflows** for faster concept exploration and iteration
- Collaborated closely with product, marketing, and engineering teams to ship visually refined experiences from **zero to production**

Profiles

LinkedIn

[akashdesigns](#)

Github

[iamakashazad](#)

Experience

Nexaforgeai

Berlin, Germany

Founder | Product Designer

June 2025 - Present

- Independent product design practice focused on visual product design, user-facing digital experiences, and- **AI-assisted creative workflows**
- Designed **NexaHospitalityAI**: a hotel operations platform with multilingual DE/EN guest interaction flows, visually structured service screens, and clear UI hierarchy for operational clarity
- Designed **NexaRealEstate**: a product for German real estate agents with structured user flows, visual information hierarchy, and branded digital experience
- Used AI-assisted design workflows (Midjourney, Claude, Gemini) for rapid concept exploration, visual ideation, and scalable asset generation
- Delivered visual design direction, landing page concepts, and UI components for early-stage startups across product and marketing surfaces

AlliedWorks

Remote

Freelance Senior Product Designer

October 2024 - June 2025

- Designed a **data-heavy casino SaaS platform**, improving engagement **by 25%** through UI and UX refinements
- Built and scaled a **Figma design system** with reusable components, tokens, and consistent visual guidelines
- Defined interaction states and edge cases, improving **design-to-engineering handoff** and implementation quality

UrbanPiper

Bangalore, India (Remote)

Product Designer (promoted from Associate)

October 2021 - August 2024

- Designed mission-critical POS and operations **software used by 32,000+ restaurant** partners globally. Promoted from Associate to Product Designer within 14 months.
- Led a full POS redesign that improved visual clarity, interface hierarchy, and operational usability, **conducting user interviews and usability testing**. Reducing **onboarding time by 30%** and driving a **+17.4% CSAT improvement**.
- Delivered consistent, visually polished product experiences across core workflows, **improving task success rates by 22%** through research-informed UI decisions.
- Used Mixpanel and Hotjar data to identify visual friction points and iterate on UI layouts, contributing to a **15% reduction in enterprise churn**.

- Collaborated with stakeholders to align user needs, business goals, and design direction across product initiatives.
- Facilitated design sprints aligned with OKRs, ensuring WCAG 2.1 AA accessibility compliance and a consistent visual design language across all product surfaces.

Poetistic

Co-Founder

Remote

January 2019 - January 2023

- Co-founded and led product design for a consumer content platform, growing it to **160,000 Monthly Active Users** through design-led growth and fast visual experimentation.
- **Owned full product design** including onboarding flows, creator dashboards, community features, and consumer-facing UI from zero to scale.
- Designed user-facing experiences that drove a **40% increase in DAU/MAU** ratio through visual engagement improvements and onboarding optimisation.
- Grew to **55K registered writers, 200K unique visitors, 140K Instagram followers, and 50K YouTube subscribers**.
- Shipped iteratively in 1-2 week cycles, **using A/B testing and user interviews** to refine visual design and engagement mechanics.

Skills

Design

Figma, Design Systems, User Research, Usability Testing, Interaction Design, Prototyping, Information Architecture, Accessibility (WCAG 2.1), High-Fidelity Prototyping, Visual Design, Visual Hierarchy, UI Polish, Brand Consistency, Asset Production, Landing Pages, AI-Assisted Design, Visual Systems, Scalable Templates, Cross-functional Collaboration

Engineering

React 18, Next.js 14, TypeScript, Node.js, PostgreSQL, Supabase, Vercel, Tailwind CSS, SSR/SSG, Component Architecture, Clerk Auth

AI & Automation

n8n Workflows, Agent Development, LLM Integration, Gemini API, Prompt Engineering, AI-Powered Product Design, Claude Code (Anthropic)

Product & Process

A/B Testing, 0-1 Product Development, Agile/Scrum, Product Thinking, Cross-functional Collaboration, Data-Driven Design, Mixed-Methods Research, Research Operations (ResOps), Heuristic Evaluation

Education

Maharshi Dayanand University

Bachelor of Technology

Computer Science Engineering

2017 - 2021

Projects

PhiloWhisper — Full-Stack Conversational AI Platform

2025 - Present

- Architected a zero-to-one full-stack AI platform using Next.js 14, TypeScript, React 18, Supabase, and Vercel, enabling persistent dialogues with historical philosophical personas.
- Integrated OpenAI GPT-4o API with advanced prompt engineering for persona persistence across sessions and streaming text responses.
- Implemented secure authentication via Clerk and deployed live.

<https://philowhisper.com>

Interests

Human Psychology & Behavior

Philosophy

Languages

English

Fluent (C1/C2)

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Formula 1

History

German

(A2)

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