

Tania Devi

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Product Designer | UX Lead

Product designer with 3+ years of experience designing and shipping SaaS and digital products across web and mobile including B2B, B2C, and AI-driven experiences. Founder of a boutique design studio where I've led end-to-end product design for multiple clients simultaneously, mirroring the pace and cross-functional demands of consulting. Expert in Figma, component-based design systems, and AI-assisted design workflows. Passionate about simplifying complex problems and partnering with product and engineering to ship production-ready features.

SKILLS & TOOLS

Design Tools: Figma, Prototyping, Wireframing

Design Practice: Design Systems & Tokenization, User Flows, Interaction Design, Visual Design, Responsive Design, UX Research, Usability Testing

AI & Emerging Tools: AI-assisted design workflows, AI product design patterns, automation for design governance

EXPERIENCE

Fuze Studio | Founder & Principal Product Designer Bellevue, WA | June 2023 – Present

Independent design studio delivering end-to-end product design across multiple SaaS, startup, and digital product clients operating in a model analogous to in-house consulting.

- Led end-to-end product design across 8+ client engagements spanning SaaS platforms, mobile apps, and AI-driven product experiences for both B2B and B2C audiences
- Designed complete user flows, wireframes, and high-fidelity UI across web and mobile balancing user needs, business goals, and engineering constraints on each engagement
- Built and scaled component-based design systems in Figma with Variables and design tokens, enabling faster development cycles and cross-team consistency
- Proposed and documented new components and patterns, working across client product and engineering teams to ensure feasibility and scalability
- Improved onboarding flows and product clarity across multiple clients, contributing to measurable improvements in user engagement and conversion
- Leveraged AI design tools to accelerate workflow, automate design QA, and explore AI-native product interaction patterns
- Partnered closely with founders, PMs, and engineers to ship production-ready features acting as the sole or lead designer on every engagement
- Mentored and provided feedback to junior designers on select engagements, helping grow design quality and process rigor

EDUCATION

Google UX Design Certificate — Google / Coursera, 2023