ASHUTOSH AGRAWAL

Product Designer | B2B/SaaS & AI Systems   Portfolio ↗   agarashu@umich.edu   (734) 510-0638

EXPERIENCE

Beam Finance | Founding Product Designer   2023 - Present
(Sales & financial software for construction | Series A, Accel)

- **Built Beam from 0 → 1 → scale** for construction teams, shipping AI-powered sales and financial products and defining the core UX patterns and interaction models that scaled across the platform.

- Led end-to-end design and partnered closely with the founder on product strategy, discovery, and roadmap decisions, collaborating with engineering, GTM, and customers to define, ship, and iterate on core product experiences.

- Scaled the platform to **$1M ARR and 400+ customers**, processing **$250M+ in payment volume** to date with **~99% retention**.

D.E. Shaw & Co | Senior UX Designer   2019 - 2021
(Enterprise analytics & trading platforms)

- **Shipped 10+ enterprise products** and shared web infrastructure components, improving efficiency and decision-making for traders and investment teams and achieving a **~95% user satisfaction rating** across shipped tools.

- Led end-to-end design, partnering closely with engineers, product managers, and domain experts to translate ambiguous requirements into usable product experiences through research, prototyping, and hands-on cross-functional collaboration.

- Led design for **Prism**, the firm's **flagship modular analytics platform**, adopted by **~80% of teams at launch**, reducing bespoke analytics builds and enabling teams to generate insights **~60% faster**.

🏆 Superstar Performer

Very Good Security | Product Design Intern   2022
(Payments & compliance | Series C)

- Redesigned the developer onboarding experience for VGS's payments and data security platform, increasing completion from **4.5% to 95%** and enabling **2x faster time to first success**.

- Partnered closely with engineering, product, and GTM to simplify complex security and compliance requirements into intuitive onboarding flows for developers.

EDUCATION

University of Michigan   2023
M.S. Human-Computer Interaction | GPA 4.0
🏆 Graduate TA with full scholarship

Indian Institute of Technology Guwahati   2019
B.Des | GPA 9.10/10
Minor in Computer Science

PUBLICATIONS

Vrgit: A version control system for collaborative content creation in virtual reality
ACM CHI '23 | Cited by 43+

Haptipedia: Accelerating haptic device discovery to support interaction & engineering design
ACM CHI '19 | Cited by 91+

SKILLS

Design strategy, System design, UX/UI design, Interaction design, Prototyping, User flows, Product discovery, Cross-functional partnership, User research, Usability testing, Product thinking, Data visualization

Figma, FigJam, XD, Adobe Creative Suite, Sketch, AI tools, Cursor, HTML/CSS/JavaScript, React