

RAHUL AHUJA

SR. PRODUCT DESIGNER



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[Website](#) [LinkedIn](#)

PROFILE

Senior Product Designer working on complex, data-heavy SaaS — adtech tools used by teams managing ad campaigns across Amazon, Flipkart, Zepto and Myntra. Focused on simplifying workflows, structuring systems, and driving clear product decisions.

Use AI (Claude Code) to prototype and build — improving quality, not just speed.

SKILLS

- Product Thinking
- User Research
- Interaction Design
- Information Architecture
- Design Systems
- Data-heavy UX
- AI Prototyping (Claude Code, Figma Make)
- Figma

TOOLS

- Figma
- FigJam
- Claude Code
- Webflow
- HTML/CSS

EDUCATION

B.TECH — COMPUTER SCIENCE

RECOGNITION

UX JUDGE — NMIMS
(CYBER CYPHER, TAQNEEQ)

EXPERIENCE

SR. PRODUCT DESIGNER — HECTOR

APR 2025 - PRESENT

- Leading end-to-end design across multiple modules of a data-heavy adtech SaaS managing \$350M+ in ad investments — used by teams running campaigns across Amazon, Flipkart, Zepto and Myntra.
- Owning information architecture, user flows, and interaction patterns across complex workflows.
- Working closely with founders, product, engineering and end users — framing problems through observation before designing.
- Building interactive prototypes with Claude Code to test ideas against real data before committing dev time.

PRODUCT DESIGNER — FREELANCER

NOV 2024 - MARCH 2025

- Improved UX and consistency across SaaS tools and websites for multiple teams
- Designed responsive interfaces and built websites using Webflow

UX/UI DESIGNER — 500X.TECH

SEPT 2023 - OCT 2024

- Led UX and UI for a 100+ page university website, defining IA, navigation, and user flows
- Designed interfaces across SaaS tools and mobile apps with strong focus on usability and visual clarity

UX DESIGNER — eZdia

APRIL 2020 - AUG 2023

- Designed internal product workflows for managing large-scale operations
- Contributed as a core user, improving structure and usability through real usage insights

SEO MANAGER — eZdia

JUNE 2011 - MARCH 2020

- Built strong foundation in data, user behavior, and performance-driven thinking