

Sakshee Durshettiwar

Product Designer · 5+ Years · B2B SaaS

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From zero to launch, I help founders turn “what if” into “it’s live”.

I’ve led 0→1 product design across healthtech, analytics, and more, scaling platforms to tens of thousands of global users. I work end-to-end and I’ve shipped alongside founding teams, and I’m comfortable without a playbook. **AI is central to how I work, from research to prototyping**, backed by strong expertise in UX, interaction design, and system thinking.

WORK

EXPERIENCE

Hivel

Jun 2024 – Present

Product Designer · [Software Engineering Intelligence Platform](#)

- ❖ **Turned integrations and team management into fully self-serve operations:** Redesigned two support-heavy, engineering-dependent surfaces into customer-led experiences, eliminating the need for manual intervention at every setup step. Integration tickets dropped 40–50%. Team setup for 200+ member orgs went from 1–2 days to minutes. An AI-powered auto-merge flow eliminated 90% of manual merges. Bulk label import via Excel cut setup from 3–5 hours to under a minute.
- ❖ **Built the analytics layer engineering leaders actually use:** Redesigned PR Analytics from a 10+ column data table into a dual-mode experience contextual visualisations for EMs scanning at a glance, full tabular depth preserved for power users.
- ❖ **Designed Hivel Score from scratch:** A weighted performance system across org, team, and individual levels integrating DORA, SPACE, PR, and custom metrics with user-configurable weightage. Shipped Coding Hotspots, a bubble visualisation surfacing frequently modified files in bug-related commits, giving engineering teams the signal to stop patching and fix root causes.
- ❖ **Designed the platform's trust and intelligence infrastructure:** Built RBAC from 0→1 across 5 roles with granular permission inheritance across 32+ teams, eliminating manual access configuration entirely. Shipped a fully configurable Alerts system with rule-based thresholds, priority levels, quiet hours, and multi-channel delivery (Slack, Teams, Email). Designed AI-powered Duplicate Profile Detection, proactive matching on login, merge up to 4 profiles in one action. Built a Goals Revamp that transformed a cluttered screen into a decision-making tool with draft support, progress signals, and historical comparisons.
- ❖ **Sprint Status Agent, designed in 48hrs:** Designed and shipped an AI sprint management agent at an internal hackathon. Predicts completion likelihood, surfaces blockers, and recommends per-developer actions, all in one view. Built for engineering managers who need answers, not another dashboard.

- ❖ **Sole designer across the entire platform. Six user types. No playbook:** Owned 0→1 design end-to-end across Clinic, Lab, Imaging Centre, Admin, Seller, and API Developer portals simultaneously. Each portal served users with fundamentally different mental models and workflows: clinicians needed speed and simplicity at the chair; lab technicians needed order management and invoice clarity; imaging centres needed multi-branch radiology coordination; admins needed cross-organisation control. I designed all six with a shared design language that ensured zero relearning for any organisation operating across multiple portals. The platform scaled to 2,000+ global users, 500+ dental organisations, and 1M+ images under management.
- ❖ **Designed a Practice Management System used by 10,000+ doctors across India and abroad:** The PMS module was the clinical backbone of the platform, handling appointments, patient history, billing, and prescription workflows for dental practitioners. Designing this meant deeply understanding clinical flow: how a doctor moves from consultation to imaging order to lab prescription to billing in a single session, often under time pressure. Every screen had to reduce cognitive load without hiding necessary clinical detail. This is the feature that drove the platform's widest adoption.
- ❖ **Replaced third-party imaging software with a native viewer which built from scratch:** Dental imaging is a problem most software companies don't touch so they defer to external tools. I designed a native viewer supporting 2D, 3D, CBCT, STL, PLY, OBJ, and intraoral scan formats with 2D slicing, zoom, and pan controls which was good enough to make external tools redundant. The viewer is actively used across 500+ dental organisations. Alongside it, I designed an Advanced Image Tagging system integrating with Elasticsearch enabling doctors to tag and search across 15,000+ dental images including DICOM files by patient, scan type, date, and custom labels. Search that used to mean scrolling and now takes seconds.
- ❖ **Designed search and retrieval for 5,000+ patient reports:** Built the UX for a keyword-based report search system across a large and growing patient dataset. The design challenge was indexing complexity made invisible where doctors needed to find a specific report fast, with no mental model of how the data was structured underneath. Focused on surfacing the right filters, smart defaults, and result clarity to make fast retrieval feel effortless.
- ❖ **Designed the interactive dental chart, payment flows, and notification architecture:** Integrated an interactive dental chart directly into the prescription and order flow, replacing text-based tooth selection with a visual, click-based interface that caught errors at point of entry before they reached the lab. Designed the Stripe payment gateway integration UX for billing and subscription flows, and the real-time notification system that kept clinicians, labs, and imaging centres in sync across the order lifecycle without requiring manual follow-up.
- ❖ **Enforced clinical safety through permission and access design:** Designed RBAC across the platform ensuring granular user permissions and protecting sensitive patient data. For the Imaging Centre portal, a view-only permission model for clinic-scheduled appointments prevented data conflicts at the handoff. Designed tiered subscription selection with clear feature and storage comparison so that practice owners could make purchasing decisions without needing a sales call. Designed the IM desktop app for local-to-cloud imaging device sync with real-time status, folder configuration, and file type controls which is built for clinic staff who needed it to just work.
- ❖ **Recognised on the floor of IDS 2023, Cologne:** Platform showcased at the world's largest dental trade event. The design was specifically called out by international enterprise attendees earning the company national recognition.

Additional Experience

Jul 2020 – Oct 2022

Product & UX Designer · B2B SaaS · EdTech · Freelance

- ❖ **Photoshooto (B2B SaaS Photography Marketplace)**: Led full UX and UI design, research through visual design, in close collaboration with engineering and other fellow designers.
- ❖ **MemoNeet (EdTech, 800K+ Downloads)**: Designed mobile and web from scratch. Reduced complexity for competitive exam students; improved learning engagement.
- ❖ **Freelance**: Delivered UX and brand design across e-commerce, education, and small business clients. Owned complete process from brief to delivery.

SKILLS

Speciality	0→1 Product Design, Analytics & Data Visualisation, Multi-roles Platforms
Core	UX Research, Interaction Design, Design Systems, Prototyping, Usability Testing
Tools	Figma, FigJam, Claude Code & Cowork, ChatGPT and other AI tools
Soft Skills	Founder & C-suite Collaboration, Cross-functional Collaboration
Domains	Developer Productivity, Health Tech (Dental), EdTech, Enterprise SaaS

EDUCATION

Welingkar Institute of Management Development & Research

2023 – 2025

PGDM – Operations Management

Shri Guru Gobind Singhji Institute of Engineering & Technology, Nanded

2017 – 2021

B.Tech – Textile Technology