Aparna Balasubramanian

Product Designer

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Summary

Product designer with 3+ years of building 0 → 1 products at start-ups and agencies, shape shifting between health tech, compliance SaaS, restaurant tech and legal tech. Often the sole designer, I run research, set up visual styles and design systems, prototype, test and ship alongside PMs and engineers.

Before this, I studied fashion and ran my own vintage clothing business, which is where I learnt to start with the customer.

Skills & tools

Skills: Product design, UX research, usability testing, interaction design, design systems, prototyping, visual design, illustration, 0 → 1 product development, B2B SaaS, AI-powered experiences, success metrics
Tools: Figma, Adobe Photoshop, Illustrator, Hotjar, Claude

Experience

Product Designer · **Mave**

Nov 2025 – Jul 2026 · Health tech, software for hardware · 0 ↱ 1

- Sole designer on the companion app for Mave's tDCS headset; designed the app from scratch and shipped it in 3 months with 1 PM and 1 engineer (including development).
- Created Mave app's new visual style and design system
- Designed the manifesto and launch websites

Product Designer · **Commenda**

Sep 2024 – Nov 2025 · Compliance SaaS · 0 ↱ 1 ↱ 10

- Sole designer on the platform that moved Commenda's entity formation and compliance services off email and into one workspace for customers and service delivery agents, collaborating with PMs, engineers and even users
- Designed and maintained Commenda app's component library
- Built information architecture for Commenda's multi-product dashboard

Product Designer · **Parallel HQ**

Jun 2023 – Sep 2024 · Design agency
Urban Piper – restaurant tech

- Researched pain points in menu configuration and aggregator publishing; designed a flexible menu structure for custom menus across multiple locations.
- Ran discovery, rapid prototyping and user testing for Periscope, a real-time dashboard showing restaurants missing branches and menu items on delivery platforms.

  Dell – health tech, AI
- Planned and ran an AI design sprint to prototype AI features for Chief Health Officers' NCD app workflows, and created vision types for AI-driven solutions.

  Agami – legal tech
- Worked with Agami, eGov and Samagra on fully functional e-courts that shorten a case's lifespan through async submissions and court orders.

Founder · **The Fine Finds**

Jan 2020 – Jul 2023 · Vintage clothing business

- Was one of the first few businesses to shape India's online thrifting culture.
- Curated and mended second-hand vintage clothing; sold 4,000+ pieces over 3 years and grew an Instagram following of 12.5k.
- Managed 8+ vendor relationships, got featured in newspaper articles around sustainable fashion and thrifting, created marketing collateral and ran 6 pop-up events.

Education

B.Des. Fashion Design · NIFT Bengaluru · 2016 – 2020
Google UX Design Certificate · Coursera · 2022

Volunteering

- Clothing QA Volunteer, The Shift (Apr 2024 – present): sorted and graded donated clothing for clothing swap events.
- Research Fellow, Uninhibited (Oct 2022): interviewed women from marginalised communities to assess sexual health education programmes.
- Research Fellow, Pollinate Group (Jun – Jul 2019): community outreach on clean drinking water and clean cookstoves; market research on locally sourced products; a leadership programme for women.