

Zeal Sheth

AI-First Product Strategist & Designer

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PROFESSIONAL SUMMARY

Hi, I am a product designer with a background in engineering (NYU & IIT Bombay), specializing in systems level thinker, and technical prototyping. My expertise in Vibe Coding by leveraging AI agents (**Claude Code, Google AntiGravity, Lovable, v0, Figma Make**) to build functional, data-driven prototypes help me rapidly bridge the gap between design intent and production code. I have a proven track record in designing user-centric multi-modal interfaces and scalable design systems for consumer products and SaaS to deliver measurable business impact. I am adept at influencing stakeholders to align with the user needs, driving designs from concept to launch.

SKILLS & EXPERTISE

Design: Probabilistic UX Design, Multi-modal Interface Design, AI-Evals, Guardrails, Success Metrics, Visual Design.

Research & Strategy: Qualitative & Quantitative Research, Surveys, Jobs to be Done, Personas, User Stories, Competitive Audits, Journey Maps, Data Synthesis, Affinity Diagrams, Product Strategy, Product-Market Fit.

Testing: Usability Testing, A/B Testing, Surveys.

AI-Assisted Development (Vibe Coding): Claude Code, Google Antigravity, Figma to Claude MCP, v0, Lovable, Next.js, React.js, Typescript, Tailwind CSS, Javascript, HTML, CSS.

SELECTED AI-NATIVE PROJECTS

Portfolio Website Vibe Coding

- Designed and developed a functional Portfolio Website with Next.js and Tailwind CSS tech stack using .mdx markdown file for case study database to be scannable for web SEOs and AI RAG tools.
- Rapidly iterated on the UX through prompt-driven component generation, moving from concept to functional MVP in 48 hours.

Design System Automation

- Engineered workflow programmatically add and document components within a Figma Design System to live code.
- Bridged the gap between design tokens and production-ready CSS variables, ensuring 1:1 parity between Figma and the live codebase.

WORK EXPERIENCE

Product Designer - Contract Roles (Jun 2022 – Present)

XiPhi.ai - Eventz.ai Consumer App for AI-powered event discovery and networking | May 2025 – Oct 2025

- Designed adaptive AI conversational interfaces using Google's PAIR guidelines, implementing guardrails to handle probabilistic AI behavior.
- Spearheaded an AI-driven design system on Google Material UI 3, reducing handoff time by 60% and tripling designer efficiency through automated component generation.

Habits for a Better World Org - Sustainable habit creation platform | Jan 2024 – Present

- Orchestrated AI agents to synthesize 100+ research papers into actionable UI triggers, driving user behavioral change.
- Pioneered a "Vibe Coding" workflow using **Lovable, Figma Make** and **v0**, enabling the team to test functional React prototypes with users 5x faster than static mockups.

Userhub - SaaS for user and pricing plan management | Mar 2025 – May 2025

- Redesigned the Admin Console's Roles Management page, improving role assignment workflow and reducing support tickets by 20%.
- Revamped the marketing website to better communicate pricing solution value propositions for SaaS startups.

Flux.ai - Collaborative electronics design platform | Sep 2023 – Dec 2023

- Spearheaded the launch of the 'Stackup Editor' feature, a key driver for increased enterprise uptake, boosting paid sign-ups from 2% to 5%.
- Developed new design libraries with reusable UI components and visually compelling design assets consistent with the platform to meet the product needs.

FoodConscious - NYU Thesis Project | Jan 2023 – May 2023

- Orchestrated a comprehensive research, including 13+ user interviews, 15+ article analysis and 30+ app audits to address the problem of food waste.
- Boosted user engagement by 40% through a strategic notification system that utilized 25+ unique, context-aware notifications to drive user actions and build lasting habits.

Hired Inc. - Tech recruitment platform | Jun 2022 – Aug 2022

- Championed user-centered problem solving to tackle high employer drop rates in close partnership with product managers by defining KPI success metrics and prioritizing problems to be addressed based on impact versus effort.
- Optimized employer self-serve capabilities by redesigning employer dashboard and onboarding to boosting employer conversion rate from 3% to 10%.

EDUCATION

- **New York University, M.P.S.**, Interactive Telecommunications Program
- **Indian Institute of Technology Bombay, M.Tech.**, Electronic Systems

ADDITIONAL BACKGROUND

- **Multimedia Interaction Design:** Created augmented reality apps, interactive installations, and physical product prototypes (NYU).
- **Engineering Career:** Former Lead Application Design Engineer (IIT Bombay) & Digital Design Engineer (Intel)