

Vimarsh Tiwari

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Product Designer with experience leading discovery and growth initiatives across B2C platforms, specializing in building scalable discovery systems, improving retention, and translating user behavior into measurable product impact. Currently designing AI-powered products and exploring how AI can enhance product thinking and craft.

RELEVANT EXPERIENCE

Product Designer (Freelance) • Avetria AI

April '26 to Present

- **Avetria AI** is building an AI platform for newsrooms. Engaged on a freelance, contract basis to design product experiences for the platform as scopes of work evolve.
- Designing core product experiences for an AI platform built for newsrooms, translating editorial and reporting workflows into clear, usable interfaces.

Product Designer • AllEvents

June '25 to April '26

- **AllEvents** is one of the world's largest event discovery and ticketing platforms, serving 20M+ users across web and app.
- **Discovery Funnel Redesign:** Led the end-to-end redesign of the app discovery journey from category-first navigation to map-based exploration and event detail flows.
- **Map-Based Discovery:** Designed and launched real-time, map-first exploration enabling location-driven event discovery, increasing session engagement and improving high-density event navigation.
- **Ticket Giveaway Campaign:** Led a product-driven growth initiative that drove 18.2K app downloads with 15K participants, contributing 29% of total installs during the campaign period.

UI/UX Intern • Zealous System

January '25 to April '25

- **Zealous System** is a service-based software development company delivering enterprise and eCommerce solutions for clients across the US, Australia, and Europe.
- **Website Redesign:** Led the redesign of the company website, improving information hierarchy, visual consistency, and clarity of service positioning to better communicate enterprise capabilities.
- **Brand Identity – Gleaming Systems:** Designed the logo, typography system, and color framework for a newly launched brand, translating business positioning into a cohesive visual identity.

Founder & Product Designer • glint

May '24 to May '25

- **Glint** is a freelance product design practice delivering end-to-end solutions for B2B and consumer startups.
- **B2B Dashboard Platforms:** Designed enterprise dashboards for Zhuorim TTR and Zhouli (leading thermal-ribbon manufacturers in Asia), translating complex operational workflows into structured, data-driven interfaces.
- **Consumer Dating App:** Led product design from concept to high-fidelity prototype, defining onboarding flows, engagement loops, and interaction systems to improve early-stage retention.
- **Client Strategy & Delivery:** Managed requirements gathering, stakeholder alignment, design iteration, and developer handoff across multiple concurrent engagements.

EDUCATION

Bachelor of Technology, Engineering

Silver Oak College of Technology

SKILLS

Design: Discovery Funnels, Retention Strategy, Conversion Optimization, A/B Experimentation, Engagement Loops, Information Architecture, Interaction Design, Prototyping, Microinteractions, Journey Mapping, Usability Testing

AI & Dev: Cursor, Figma Make, React, Google Antigravity, Xcode, HTML/CSS, SwiftUI

Tools: Figma, Framer, ProtoPie, Google Analytics, CleverTap, Matomo