
Raviraj Samant

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Senior Product Designer

Senior Product Designer with 10+ years of experience, including 6+ years in enterprise B2B SaaS. Proven ability to own end-to-end design from discovery through GA release, translating complex business and technical requirements into scalable, research-informed solutions. Deep expertise in workflow design, governance systems, information architecture, design systems, developer-facing products, and AI-assisted design workflows for exploration, validation, and product discovery.

EXPERIENCE

Contentstack India Pvt Ltd

Feb 2020 – Apr 2026

Senior UX Designer (Enterprise B2B SaaS • CMS • Marketplace • Developer Hub)

Platform trusted by Fortune 500 enterprises, including Google, McDonald's, LEGO, Walmart, Shell, and others.

- Owned end-to-end design across CMS, Developer Hub, and Marketplace from discovery through GA delivery, working iteratively in sprint-based Agile workflows alongside Product and Engineering teams.
- Proactively identified and framed a content architecture problem before it became a blocker during Johnson and Johnson's evaluation of five competing CMS vendors, directly contributing to securing the enterprise deal.
- Led end-to-end redesign of Developer Hub and Marketplace, enabling developers to build, configure, publish, and manage 100+ apps through a unified experience, contributing to a 20% increase in Marketplace adoption.
- Built and maintained 50+ WCAG-compliant components with hundreds of documented states and variants, establishing scalable design system foundations that reduced design-to-engineering handoff time by ~80% for a team of 16 engineers while improving consistency across multiple enterprise products.
- Redesigned roles, teams, and permissions workflows supporting enterprise organisations with 1,000+ users and complex role configurations, simplifying governance and access management at scale.
- Translated ambiguous customer and stakeholder feedback into structured design hypotheses and workflow improvements, partnering with UX Research across interviews, usability testing, and synthesis sessions.
- Integrated AI tools including Claude, ChatGPT, Gemini, Figma AI, and Figma Make into product design workflows for design exploration, prototyping, validation, and product discovery.
- Established a design QA cadence through pre-release bug bashes and quarterly audits, resolving 10–30 UX and implementation issues per release cycle before production.

Built.io Software India Pvt Ltd

Aug 2019 – Jan 2020

UX Design Intern

- Contributed to production-level CMS features, including Rich Text Editor enhancements, nested references, and content authoring workflows.
- Conducted UX audits of legacy experiences to identify usability gaps and improvement opportunities.
- Collaborated with senior designers, engineers, and external partners to deliver features aligned with established design standards.

Aquaproof Group**Jun 2016 – Jul 2019****Graphic Designer**

- Designed packaging systems, technical documentation, instructional guides, and marketing assets for 60+ products across 14 categories distributed across India, Nepal, and Bhutan.
- Led packaging redesign initiatives across multiple product lines, balancing usability, branding, manufacturing constraints, and cost considerations.
- Created Material Safety Data Sheets (MSDS), installation guides, and product documentation that improved clarity of technical information for contractors and end users.

Seatrr Technologies Pvt Ltd**Dec 2015 – May 2016****Creative Designer**

- Designed social media campaigns, promotional creatives, and marketing collateral to support early-stage customer acquisition efforts.
- Assisted in translating product concepts into user-facing mobile experiences by collaborating closely with founders, engineers, and the UX design team.

Freelance**Jul 2013 – Nov 2015****Graphic Designer**

- Delivered branding, visual identity systems, marketing collateral, sales brochures for residential developments, presentations, and digital design work for startups, builders, and small businesses across multiple industries.

Motohom Pvt Ltd (Formerly SP Design)**Jan 2015 – Mar 2015****Graphic Design Intern**

- Researched, documented, and visualized a motorhome tourism business concept, contributing to investor presentations and business proposals.
- Assisted with vehicle concepts, body kit designs, and interior layouts while collaborating with on-ground teams during execution.

EDUCATION**BSc in Multimedia and Animation**

Sikkim Manipal University

Jul 2013

SKILLS

Enterprise Product Design: Content Operations, Design for Scale, Developer Platforms, Governance Systems, Information Architecture, Permissions & Access Control, Workflow Design

Product Design & Research: Design Thinking, Interaction Design, Jobs To Be Done (JTBD), Journey Mapping, Product Thinking, Prototyping, Research Synthesis, Usability Testing, User Flows, User Interviews, Wireframing

Design Systems: Component Libraries, Design Audits, Design Tokens, Storybook, Venus Design System, WCAG Accessibility

AI & Tools: AI-Assisted Design, ChatGPT, Claude, Confluence, Design Validation, Figma, Figma AI, Figma Make, Gemini, Jira, Notion