



Adnan Murad

Senior UI/UX & Product Designer

Senior designer with **8+ years** across EdTech, SaaS and e-commerce, turning complex product problems into clear, systemised interfaces with NIFT-trained visual craft. At BrightChamps: a **35% relative lift in conversion**, a **57% gain in teacher punctuality** and a cross-platform design system.

LOCATION

Bengaluru, India

EMAIL

muradadnan03@gmail.com

PHONE

+91 779 579 5694

PORTFOLIO

muradadnan.framer.ai

LINKEDIN

linkedin.com/in/muradadnan

EXPERIENCE

BrightChamps

Jun 2023 – May 2026

Bengaluru

brightchamps.com

Senior UI/UX Designer

Global K-12 EdTech platform · student, parent and teacher products on web and mobile

Promoted to Senior in 10–11 months · Most Valued Employee, product team

- **Lifted conversion from 10.3% to 14% (+35% relative)** by redesigning demo and onboarding: mapped student and parent journeys, found friction in Hotjar and funnel data, and A/B tested with growth.
- **Redefined the product's visual language** across student, parent and teacher platforms, replacing a fragmented, dated UI with one cohesive interface.
- **Built and owned the cross-platform design system** in Figma, spanning dashboards, onboarding, gamification and growth, to cut engineering handoff friction.
- **Initiated and led the Badges Ecosystem** (web and mobile): unified five disconnected behaviours into one BrightStar meta-goal and swapped the 60-day expiry behind Season 1's week-9 drop-off for an evergreen model.
- **Extended badges beyond the leaderboard** to three surfaces (sidebar, full page, global feed), with a projected **3.4x engagement uplift** modelled on the live Rewards mechanic.
- **Improved teacher punctuality by 57%** as sole designer of Star Teacher, an incentive programme built on teacher quality thresholds.

Evabot

Jul 2021 – Jan 2023

Remote

evabot.net

Product Designer

AI-powered enterprise gifting platform · B2B SaaS

Sole designer as the platform scaled to 1,000+ customers and 125,000+ gifts delivered; the product contributed to a **\$10.8M Series A** led by Comcast Ventures

- **Owned UX and visual design end to end**, from first wireframes to shipped product, through a critical growth phase.
- **Redesigned the AI conversational flows and gifting interface**, making personalisation clearer and enterprise workflows easier to use.
- **Ran user interviews** and turned the synthesis into iterative improvements across the core gifting and account-management flows.

PurpleRain

Dec 2017 – Mar 2021
Bengaluru
purple-rain.io

UI/UX Designer

5 SaaS products: LimeVPN, LimeCall, OutreachPlus, LimeVPM, LimePhone

- **Designed end-to-end experiences for all five products**, improving onboarding clarity and feature discoverability through iterative wireframing, usability testing and heuristic evaluation.
- **Systematised UI patterns and component libraries** across the suite, reducing design inconsistency and speeding up new feature delivery.

BlueStone

Jan 2016 – Oct 2017
bluestone.com

Creative Designer

One of India's leading online jewellery brands

- **Grew the brand's social presence to 80K+ followers** through consistent visual storytelling and campaign-led content.
- **Shaped the digital visual identity**, owning social creative strategy, brand positioning and content production, and defined how products were presented online with content frameworks that drove organic engagement and supported launches.

SKILLS

Product design	End-to-end product design · User flows and journey mapping · Information architecture · Interaction design · Wireframing and prototyping · Onboarding and growth design · Gamification
Visual & UI craft	Product visual language · UI design · Typography · Colour · Visual hierarchy · Motion · Illustration
Design systems	Cross-platform design systems · Figma component libraries · Reusable UI patterns · Design-engineering handoff
Research & validation	User interviews · Usability testing · Heuristic evaluation · A/B testing · Session recordings and funnel analysis · User surveys
AI-assisted workflow	Exploration and faster iteration with ChatGPT and Claude · Image and video generation with Midjourney, Runway, HeyGen and Freepik AI
Tools	Figma · FigJam · Framer · Illustrator · After Effects · Adobe XD · Hotjar · Microsoft Clarity · Maze · Zeplin · Notion · Jira
Languages	English (professional working) · Hindi (native)

EDUCATION

NIFT

Jul 2010 – May 2014

Bachelor of Design

National Institute of Fashion Technology (NIFT)

Trained in visual composition, colour theory, typography and design principles.