

Tirth Jivani

tirthjivani17@gmail.com | +91 98982 19779 | tirthjivani.in | linkedin/tirthjivani

Senior Product Designer who designs and ships in the same pass. Computer Science degree and **5+ years** in product design, building the work in code rather than handing over slides. Shipped **15+ products from zero to one**, including **9 live builds** designed and coded solo in **React, Next.js, and TypeScript**. Focused on dense B2B software: **operations consoles, analytics, and multi-step workflows**. Works **AI-first** with **Claude Code and Cursor**.

Shipped in Code

Products designed and coded end to end. All are deployed and live.

- **ReachInbox** (tirthjivani.in/reachinbox): cold outreach product that finds leads, sends from a team's own mailboxes, and keeps every reply in one inbox. Designed and built as one working app of **119 screens and 576 components**, including a 22-screen dashboard, 15 tools, and the sign-in and onboarding flows.
- **DomainStack**: operations console for teams that resell email, consolidating domains and their DNS settings from every registrar into a single console.
- **InReach**: LinkedIn distribution product for business advertisers. Designed and built the marketing site and the signed-in dashboard as one application of **162 components**, with charts, form validation, and accessible components.

Experience

Senior Product Designer, Outbox Labs

Dec 2024 – Present

- Own features from first concept to live product: build the prototype in code, test with users, iterate within days.
- Designed and shipped the **Outbox Labs company website** to production, including its forms, file uploads, and automated test suite.
- Reduced the complexity of a dense multi-step flow in **ReachInbox by 70%** by reframing the problem, then rebuilt the new flow in code.
- Grew **Zapmail** from a single marketing page into an **80-screen product prototype in about a week**, including a 69-screen dashboard, sign-up and onboarding, and a design system page.
- Built and maintain the **design system and component library** used across **12 products in 4 product families**, with standards for motion, component states, and edge cases.
- Design **AI-assisted workflows where the software acts for the user**, treating override controls, error states, and empty states as core design work.
- Established **Claude as the specification layer** for the design system, shipping written **agent instructions** in every repository so the team builds to one standard.
- Lead a **design team of 3** while staying hands-on in code.

UX Designer II, SellerApp

Dec 2021 – Dec 2024

- Led user experience for an AI-powered platform serving **3.45M+ monthly users** and tripled its daily active users.
- Designed **Sellmetric**, a data-dense analytics product that contributed to **5× revenue growth**.
- Increased **conversion 35%** by rebuilding the onboarding and activation funnels, validated through usability testing.
- Built and scaled a **design system** of components and tokens that raised **engagement 89%** across every surface.

Frontend Engineer / UX Designer: Truein, MeriStreet, ISRO (IIRS)

2019 – 2021

- Wrote **production frontend code** and designed interfaces for AI identity workflows, enterprise platforms, and geospatial analytics.

Recognition

- **Google I/O showcase**: designed the **ONDC × Google GenAI Listing Tool**, reducing listing creation time **50%**. Featured by Google on **Google Open Commerce** as one of two partner showcases.
- Recognized by Google for the conversational experience and interface design of a **Google Gemma AI** showcase.

Skills

Code: React, Next.js, TypeScript, Tailwind, Radix UI, ECharts, Framer Motion, Vite, Vercel

AI-first workflow: Claude Code, Cursor, Antigravity, agent instructions, Claude as specification layer, prompt-driven prototyping

Design: Design systems, design tokens, dense data interfaces, interaction and visual design, usability testing, accessibility, Figma

Education

Bachelor of Technology in Computer Science, Ahmedabad University | **Designer in Residence**, 10kdesigners (Cohort 11)