Aarav Mehta

Product Designer · Fictional details for layout testing

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SUMMARY

- Product Designer with 5+ years of experience: nearly 4 years at Scaler (Dec 2022 to present, now Product Designer 2) and almost 2 years before that as the first designer at AthrV-Ed.
- Designs internal sales tools, learner-facing edtech products and growth pages with engineers, PMs, and sales and ops teams.
- Prototypes and ships products in code using Claude Code, Next.js and React.

EXPERIENCE

Product Designer 2
Jan 2026 – Present

Scaler, Bengaluru

- Designed and built n8n Judge, a simulator that teaches n8n workflow automation to AI and data science learners.
- Owned the concept, product design and engineering, and shipped the production build in **one week** of a **two-week** project.
- **809** attempts by **340** learners across six challenges, rated **4.55 out of 5** across **578** ratings, with **90%** at four or five stars. **73.2%** of learners who started an attempt finished it.
- Kept scoring on fixed rules, with Claude explaining each result but never setting it. A wrong step opens a prompt that diagnoses the misunderstanding instead of revealing the answer.

Product Designer 1
Aug 2023 – Dec 2025

Scaler, Bengaluru

- One of two designers on Scaler's in-house sales CRM, which replaced a vendor billing about **₹5 crore** a year.
- Split the CRM modules with the lead designer and rebuilt core workflows around the sales team's existing routines.
- Removed the vendor's cap of **20** saved filters, added filter folders, and introduced dark mode after users reported eye strain.
- Migration finished in December 2024, and CRM-wide CSAT rose from **7.5 to 8.2** across **200** respondents.
- Sole designer on the Lead Details redesign, the page the sales team opens before every call. Interviewed **15** AVPs and sales managers and **10** associates.
- Delivered it from discovery to production in **one month** and rolled it out to every business development associate by March 2025.
- Regrouped lead activity into Sales, Marketing and Product, surfaced data-validated Hot Activities, and broke the AI call output into a summary, objections, a call score and next steps.
- Proposed and co-developed a self-serve certificate tool, cutting turnaround from **1–2 days** to about **5 minutes** and saving **2–3 hours** of design time a week.
- Replaced a static-sheet QR code that anyone could fake with a hashed one that verifies each certificate on scaler.com.

Product Design Intern
Dec 2022 – Jun 2023

Scaler, Bengaluru

- Redesigned how learners get matched with and choose a mentor, from research to handoff, on desktop and mobile web.
- Mentor-selection support tickets fell from **234** in May 2023 to **21** by July, and about **90%** of mentees chose a mentor instead of being assigned one by ops.

Product Designer, Founding Team
Jan 2021 – Oct 2022

AthrV-Ed, Udupi

- Built a content delivery platform used by **100+** students, run by **5** content moderators and a super admin.
- Created and handed off a project hub the company ran on, and launched its landing pages in Webflow.

PROJECTS

- **DropBeats.** macOS menu bar app for YouTube Music. **7** paying customers on Gumroad; presented at the Razorpay Edge meetup.
- **Expense tracker.** Self-hosted tracker that reads GPS at payment time to tell a merchant from a person, matches email receipts to UPI transactions, and answers plain-language questions through an MCP server.
- **Om Calendar.** Hindu calendar app for iOS. Solo project, from design to release.

SKILLS

Design: Product design, interaction design, user research, information architecture, wireframing, prototyping, design systems
Tools: Figma, Mixpanel, Metabase, Notion, Confluence, Webflow, Storyblok
Collaboration: Cross-functional teams, stakeholder communication, user interviews, presenting design rationale
Building with AI: Claude Code, agent-based workflows, MCP servers, Next.js, React, TypeScript, Tailwind CSS
Languages: English, Kannada, Tulu

EDUCATION

Bachelor of Engineering (B.E.), Electrical and Electronics Engineering, NMAM Institute of Technology, Nitte — Aug 2018 – Jun 2022