

Sampada Lele

Bay Area, CA · (480) 432-7335 · samlele27@gmail.com · [LinkedIn](#) · [Portfolio](#)

Product Designer with 4+ years of end-to-end experience designing AI-native products. Specializes in simplifying complex workflows through rigorous user research, journey mapping, and iterative prototyping. Fluent in Figma, Cursor, Claude code and AI-powered design tools. Experienced in Human-in-the-Loop AI design, design systems, and design briefs that translate ambiguous problems into actionable products.

EXPERIENCE

VeriSci AI (via TechFleet) · Lead Product Designer, Contract · Jan 2025 – Aug 2025

AI-Powered Research & Content Platform for Public health officials and creators

- Designed AI-assisted user flows enabling Public Health officials (PHO) and creators to generate, review, and refine research-backed content — reducing research and drafting time by ~33%.
- Led 25 in-depth user interviews to study how PHO's and creators evaluate source credibility; translated findings into UI patterns — source citation cards, confidence indicators, and editable AI outputs — that gave users visible control over AI-generated content.
- Authored design briefs defining the trust and transparency opportunity; facilitated IA and HMW workshops to align a 5-person cross-functional squad around a shared UX North Star.
- Increased early adopter activation by ~75% by introducing visible citations, editable AI outputs, and accessible confidence indicators, directly improving user trust in AI-generated content.
- Built and iterated prototypes with 12 early adopters, addressing edge cases and interaction details

TempoLabs · Product Designer, Contract · May 2024 – Dec 2024

AI-powered design-to-code IDE for building production-ready React apps

- Championed Human-in-the-Loop design principles across all AI-powered features — designing for explainability, user control, and transparent AI states — improving user trust and product confidence.
- Designed and shipped the PRD Generator feature end-to-end: led user research, wireframed through high-fidelity prototypes in Figma, and collaborated through engineering launch — increasing retention by 20%.
- Designed refined interaction experiences including micro-interactions for streaming states, loading feedback, and error edge cases, elevating product craft and addressing complex multi-state flows.
- Built and maintained a Figma design system using Shadcn/UI components, enabling 2x faster design-to-production handoffs while ensuring cross-platform consistency.
- Conducted competitive audits of 8 tools (incl. GitHub Copilot) analyzing prompt generation flows, contextual AI patterns, and user transparency — influencing roadmap priorities.

Trellis – AI Reader App · Product Designer, Contract · Jan 2024 – Apr 2024

AI-powered reader and audiobook platform for mobile

- Led end-to-end design of Library and Audiobook features — from discovery research to TestFlight-ready build in 8 weeks — owning the full product lifecycle across research, interaction design, and engineering handoff.
- Defined interaction patterns and visual language for a content-dense mobile experience; iterated through 25+ wireframe variations to resolve edge cases and establish an engagement-focused layout.
- Applied WCAG accessibility standards throughout the mobile UI, ensuring legibility, contrast compliance, and navigable touch targets across diverse user needs.

- Delivered competitive analysis of Libby and Apple Books with data-driven insights on high-density grids, securing stakeholder buy-in for a modern, engagement-focused layout.

HostEasy Marketplace · Product Designer · Nov 2022 – Aug 2023

Consumer website and app for event hosts to hire party help

- Redesigned the company website on Webflow, reducing bugs and accelerating launch by 2 months; collaborated with a Webflow engineer to integrate third-party systems into the final build.

SKILLS & TOOLS

Design Process: End-to-End Product Design, UX Research, Journey Mapping, Wireframing, Prototyping, Usability Testing, Interaction Design, Micro-interactions, Visual Design, Design Systems, Design Briefs & PRDs, Accessibility (WCAG), Information Architecture, Agile

Tools: Figma, Cursor, Lovable, Miro, Maze, Canva, Photoshop, InDesign, Lottie, Webflow, WordPress

Strengths: Human-in-the-Loop AI Design, Complex Workflow Simplification, Cross-functional Collaboration, Strategic Thinking, Fast-paced Iteration, Stakeholder Communication

EDUCATION

Master's in Design · Arizona State University *Design Research, Design Thinking*

Bachelor's in Architecture · University of Mumbai *Design Theory, Information Architecture, Planning*

Google UX / HCI Certificate · *Fundamentals of Human-Computer Interaction and UX Design*