Punit Saini

Product Designer · Consumer apps and enterprise software

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Now designing Zestta's three B2B products, all live with enterprise clients. Before that, three years on the purchase funnel at FlowerAura and Bakingo.

Since March 2020 I have designed websites, apps and admin dashboards. At every company I have worked at, I crafted a design system: four in all, including Zestta One's. I do my own research and use AI tools where they save time, alongside the standard design process.

6.5 years	~7,000	23–27% → 31–33%	6.81% → 9.35%
Designing products	Employees on Zestta One, as of October 2026	Repeat purchase rate at Bakingo, the year after Occasion Reminder launched	Add-to-cart rate at SeamsFriendly, after Custom Size (Free)

01 EXPERIENCE

Product Designer · Zestta, an FNP venture

Sep 2025 to present

New Delhi

- When I joined, Zestta had no design system, process or templates. The company has no product manager. I set priorities with the team, present the numbers to the CEO and work with the developer through to release.
- Zestta One is live at four companies, FNP among them, in logistics, two-wheelers and cement. Saarthi runs inside two gig platforms' apps. Delight Store serves two large companies in pharma and automotive.
- A client needed the benefits portal, Zestta One, before it was ready. I designed it in Claude Design in two days and handed the developers a code file; the first version was live for the client to test in under a week. About 7,000 employees have access, as of October 2026
- Built the first designs of the portal and its admin console in Claude Code while the developers wrote the production code, then coordinated the vendor integrations and their testing until the product was ready for sales.
- Tested Delight Store's first version with 8 HR managers; 5 stopped at creating a campaign and explained why. I cut vouchers, e-cards and self-serve campaigns and kept physical gifts, sold by quote and fulfilled through FNP.
- Spent two days testing a planned face-scan feature. It broadly worked, but its name promised a stress reading: a clinical claim without validation or clearance. I renamed it and put the disclaimer on screen, beside the result. Used by about 90 people a day, as of October 2026
- Redesigned Zestta One for gig workers as Saarthi, inside their platform's partner app: road assistance, welfare cover and telemedicine first, lighter screens for low-cost phones, and emergency help one tap away.
- Designed, built and tested a prototype AI voice assistant for FNP Venues' 16 wedding venues, with ElevenLabs and Claude. It suggests venues by guest count, area and features, answers in English, Hindi and Hinglish, and hands bookings to the venue manager. 30 of 32 test questions passed in the latest run
- Designed and built Built Right with Claude Code, my own Chrome extension that checks a live website against its Figma design. Two designers, a tester and a developer at Zestta use it every day. A page check in under two minutes, from about 15 minutes by eye

Senior UI/UX Designer · FlowerAura and Bakingo

Aug 2022 to Sep 2025

Gurugram

- Owned the design of the purchase funnel on both brands' websites and apps: product pages, checkout, pincode checks, delivery slots, loyalty and repeat purchase. Moved the pincode check to the start of the order, so people learn early whether their area is served.

- Designed FlowerAura's website and app from scratch, and Bakingo's theme, base design and flows. Created a design system for each brand, and built and scaled the shared Figma component library, with Dev Mode handoff.
- Designed Occasion Reminder for Bakingo: customers sign in, save three occasions, get an instant reward and a reminder a week before each date. **Repeat purchase rate 23–27% → 31–33%, the year after launch**
- Launched Make Your Own Hamper on FlowerAura with the PM, founders and tech leads: a four-step builder, gifts first and wrapping last, limited to items most areas can deliver.
  ~100 orders a day in week one, with no paid campaign
- Support calls asking whether Bakingo's veg cakes contained egg kept rising, because the veg and non-veg symbols carried no words. I added “Eggless” or “Contains egg” to the symbol itself. **Calls about egg went down**
- Designed a cleaner Bakingo product page that lost its A/B test. The findings led to combo and variant options on both sites, which raised average order value.

UI/UX and Graphic Designer · SeamsFriendly

Mar 2020 to Jul 2022

Delhi

- Designed the whole Shopify site of an eco-conscious fashion startup, for desktop and mobile, in a team of four: the founder, a developer, a content writer and me.
- Made about 200 calls to shoppers who had left their carts, roughly 20 a day for two weeks; about 60 became real conversations.
- Plus-size shoppers liked the clothes but were unsure of the fit, and the standard size chart hid the free custom sizing. I designed a new size selector and later added “Custom Size (Free)” to it.
  Add-to-cart rate 6.81% → ~8%, later 9.35%

02 CASE STUDIES

- **A voice assistant for 16 wedding venues** FNP Venues · AI voice assistant
- **Built Right** My own product · Chrome extension
- **Zestta One** Zestta · Benefits platform
- **Cutting Delight Store in half** Zestta · B2B gifting
- **Occasion Reminder** Bakingo · Repeat purchase
- **Make Your Own Hamper** FlowerAura · Launch
- **Order batching** FlowerAura · Internal tool
- **The word “Eggless”** Bakingo · Product page
- **Custom Size (Free)** SeamsFriendly · Research
- **A design system at every company** Four companies · Design systems

03 SKILLS

Design Purchase flows, B2B products, design systems, user research, usability testing, prototyping, mobile apps, AI-assisted design, AI voice agents

Domains Consumer gifting, cakes and fashion; B2B benefits and corporate gifting

Tools I have worked with Figma with Dev Mode; Claude Design and Claude Code; ElevenLabs for voice agents; Claude and Gemini for summarising findings and prototyping; Perplexity for research; VWO for A/B tests; Microsoft Clarity and Hotjar for session recordings; Google Analytics

Languages Hindi, English