

AKSHAY DESAI

PRODUCT DESIGN LEADER | PRINCIPAL-LEVEL PRODUCT DESIGNER

0→1 Product Development | AI Product Design | Complex Enterprise Platforms

Toronto, ON | [Phone] | [Email] | [LinkedIn] | [Portfolio]

PROFILE

Product design leader with 10+ years across engineering, product design, and design leadership. Joined ACTO as its first employee and helped build the platform from its earliest release, first as a developer and later as the design lead. Today, I take loosely defined ideas from founders, customers, and internal teams and turn them into validated workflows, detailed product experiences, and shipped software. I remain hands-on while leading the design function, and I use Claude Design, Figma Make, and ACTO's production design system to move complex work from weeks to days.

SELECTED IMPACT

70+ Clients	\$11.5M Revenue	50,000+ Users	8–10 Major launches/year
100+ Enhancements/year	12 Designers led	300 Screens in 4 months	40 Engineers partnered with

EXPERIENCE

Head of Product Design | ACTO Technologies Inc.

2021–Present

Toronto, Ontario

- Own the design direction for every product release, from early market or founder input through customer validation, interaction design, UI, and delivery with product and engineering.
- Conceived ACTO's Adaptive Learning experience and led it from idea to launch, combining learning, coaching, certification, AI role-play, reminders, access rules, deployment, and insights within Launchpad.
- Validated the Adaptive Learning direction with 5–6 major clients by studying how they used Launchpad and Journeys, sharing wireframes, and incorporating their feedback before delivery.
- Introduced an AI-assisted design workflow using Claude Design and Figma Make, grounded in ACTO's design system; complex design cycles that once took weeks can now be completed in days without lowering quality.
- Lead 8–10 major launches and more than 100 smaller product improvements each year across Learn, Events, CMS, Coaching, Certifications, CxZone AI Role-Play, analytics, and platform administration.
- Built and led a 12-person design team—6 UX and 6 UI designers—and directed approximately 300 wireframe screens in four months for the 2022 platform redesign.
- Led the shift from a generic white-label product to a purpose-built life-sciences platform, changing the product's language, workflows, content patterns, and visual direction around pharmaceutical field teams.
- Own a production-connected design system covering tokens, reusable components, responsive behaviour, accessibility, documentation, governance, and page patterns, helping engineers build faster and more consistently.
- Work closely with an engineering organization of roughly 40 people; my development background helps me resolve constraints early, define edge cases, and stay involved through implementation.

Senior Product Designer | ACTO Technologies Inc.

2019–2021

- Moved formally into product design after already owning much of ACTO's UX and UI during the company's early engineering stage.
- Designed end-to-end workflows across learning, content, events, deployments, assignments, coaching, certification, reporting, and administration for multiple user roles.
- Worked directly with customers to turn operational needs—such as repeated certification attempts, manager controls, versioning, redeployment, due-date changes, and completion preservation—into scalable product behaviour.

Senior Full-Stack Developer | ACTO Technologies Inc.

2016–2019

- Built core frontend and backend product experiences while continuing to own interface design, interaction behaviour, and implementation quality.
- Acted as the bridge between product intent and engineering execution, shaping technical decisions with a direct understanding of users and workflows.

Frontend Developer — First Employee | ACTO Technologies Inc.

Dec 2015–2016

- Joined when ACTO had 2 clients and approximately \$500K in revenue; helped build the first product from 0→1 and independently designed and coded its frontend experience.

Frontend Developer | McCann

2015

[City, Country]

- Designed and developed responsive digital experiences for agency and client work, partnering with creative and technical teams from concept through frontend delivery.

SELECTED PRODUCT WORK

- Adaptive Learning — Original product concept and end-to-end ownership across discovery, architecture, workflows, wireframes, high-fidelity UI, AI-assisted design, customer validation, and delivery.
- AI Role-Play and Certification — Practice, evaluation, certification, attempt history, manager controls, competency reporting, and AI coaching for life-sciences field teams.
- Enterprise Platform — Onboarding, permissions, access management, SSO, deployments, integrations, and data flows, including Veeva, Salesforce, Okta, and client-specific systems.
- 2022 Platform Repositioning — A company-wide redesign that moved ACTO from a generic white-label platform to a life-sciences product; the customer base grew from roughly 25 to 70+ after the repositioning, while overall platform usage reached 50,000+ users.

CORE STRENGTHS

0→1 Product Strategy & Execution	Complex Interaction & Platform Design	AI-Assisted Product Design
Customer Discovery & Validation	Executive & Stakeholder Influence	Design Systems & Governance
Enterprise SaaS & Life Sciences	Engineering Collaboration	Team Leadership & Mentorship

TOOLS & METHODS

Figma • Figma Make • Claude Design • AI-assisted prototyping • Wireframing • High-fidelity UI • Design systems • Responsive design • Accessibility • Journey mapping • Information architecture • Customer interviews • Usability validation • Product specifications • Frontend engineering • Full-stack development

EDUCATION & PROFESSIONAL DEVELOPMENT

[Degree or diploma] | [Institution] | [Year]
[Relevant product, design, AI, leadership, or accessibility program] | [Institution] | [Year]

ADDITIONAL INFORMATION

Canadian citizen • Based in Toronto, Ontario • Open to Principal Product Designer, Staff Product Designer, Director of Product Design, and Head of Product Design roles