

Radhika Sant

Senior Product Designer | 0-1 Product Strategy & Design | B2B SaaS, Healthcare & eCommerce

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Product Designer with over 6 years of experience driving end-to-end solutions for B2B SaaS, eCommerce, and healthcare platforms. I turn complex workflows into intuitive systems, whether that means scaling enterprise operations, closing the gap between browsing and buying, or maintaining trust and compliance in regulated healthcare environments.

SELECTED BUSINESS IMPACT

- Architected a **hybrid attribute-aware search** (combining ghost-field matching and LLM-based query expansion) to resolve poor search relevance, generating **\$600K in incremental monthly revenue**.
- Redesigned Approval Routes into a **self-serve system** with item-level approve/reject and admin-configurable workflows, eliminating ops dependency and driving **92% adoption at GA**.
- Led UX strategy for Single Entry Point (SEP), consolidating cross-platform supplier search into ZAGENO, increasing search-to-checkout conversion from **63% to 80%** and contributing **\$46M in enabled spend** in the first half of the year..
- Led end-to-end redesign of an EHR platform, partnering with clinicians, business, and engineering leadership to reduce clinician administrative task time by **20%**.

EXPERIENCE

ZAGENO Inc | Product Designer • San Francisco, CA | Dec 2023 – Present

- Owned design strategy end-to-end and drove alignment across product, engineering, business and executive stakeholders for ZAGENO's B2B marketplace.
- Improved search-to-conversion on the ZAGENO marketplace via a hybrid attribute-aware search (ghost-field matching + LLM-based query expansion), generating **\$600K in incremental monthly revenue**.
- Owned the design of self-serve Approval Routes from scratch, eliminating support-dependent workflows and driving **92% active adoption at GA**.
- Led design for Single Entry Point (SEP), consolidating cross-platform supplier search into ZAGENO, lifting search-to-checkout conversion from **63% to 80%** and contributing **\$46M in enabled spend** in the first half of the year.
- Led design for P2P Lite, unifying scientist purchasing with finance controls via **full chart-of-accounts GL coding, multi-dimensional budget enforcement, and self-serve finance configuration** – plus a spend-visibility dashboard supporting accurate month-end close.
- Designed a **0 to 1** browser extension allowing scientists to search for products and add to cart on ZAGENO, from any webpage, adopted by **5 biotechs and a global pharmaceutical company**.
- Owned ZAGENO's design system, the **single source of truth** for engineering's React/Storybook library, and authored a **0 to 1 AI agent brand kit** ensuring AI-generated content stayed on-brand.

Ascendum Solutions | UX Designer • Cincinnati, OH | Aug 2019 – May 2023

- Identified clinical workflow inefficiencies and led an EHR platform redesign, partnering with clinicians, business, and engineering leadership to reduce clinician administrative task time by **20%**.
- Led mobile redesign for CarelonRx (Anthem's pharmacy benefits platform), simplifying complex plan information within a regulated insurance environment as part of a cross-functional design team.
- Led design for the IAB member portal (**700+ member orgs**), automating a manual, error-prone process, cutting reported update time from **2-4 hours to under 30 minutes**.

Graphic & Visual Designer | AdKitchen · Brand Terminus · AlterEgo · Avantgarde India | 2012 – 2017

- Designed advertising, packaging, and brand campaigns across four agencies; grew annual retail sales **12.4%** at AdKitchen.

SKILLS

Research & Strategy: User Research, Usability Testing, Journey Mapping, Persona Development, Heuristic Evaluation, WCAG compliance, Wireframing, Prototyping, Visual & Interaction Design, Product & Design Strategy, Cross-functional Alignment

Tools: Figma, Sketch, Zeplin, Adobe Creative Suite, JIRA, Confluence, AI agents and prototyping tools

EDUCATION

M.A., Visual Communication Design | Arizona State University, 2017 – 2019

President, Association of Visual Communication Designers (2018–19) · Outstanding Graduate Award, 2019

B.Des, Visual Communication Design | National Institute of Fashion Technology (NIFT), New Delhi, 2008 – 2012