

# Sagar Salvi

Lead UX Designer · Product Design

sagar.salvi.careers@gmail.com    linkedin.com/in/sagarsalvi89    San Mateo, CA

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## PROFESSIONAL SUMMARY

Lead UX Designer with over 10 years of experience designing AI powered products, agent interfaces, and enterprise design systems. At Dun & Bradstreet, I lead UX for D&B Hoovers, a sales intelligence platform reaching 5,000+ daily active users. I bridge research, design craft, and cross functional execution to ship products that are both usable and scalable.

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## EXPERIENCE

### Lead UX Designer, Product Design

Dun & Bradstreet, Inc.

Aug 2020 to Present

- Shipped SmartMail, D&B Hoovers' first AI feature, cutting email drafting time from 20 minutes to 5 minutes (4x improvement), driving 50% more daily outreach and 30% increase in lead to opportunity conversion. Now the most used feature on the platform with 5,000+ daily active users, and the foundation for all subsequent AI capabilities.
  - Owned the redesign of the Hoovers Actionable Dashboard, achieving an NPS score of 8.7 out of 10 for usability and satisfaction across the platform.
  - Delivered CRM connectors for Salesforce, HubSpot, Outreach, and Microsoft Dynamics, reducing manual data exchange time by ~85% and enabling seamless sync with sales teams' existing workflows.
  - Led monthly product feedback sessions with 4 to 6 enterprise customers, running user interviews, focus groups, workshops, A/B testing, and in app surveys that fed insights directly into the roadmap.
  - SmartMail's EAP and A/B testing drove a Gainsight usability score of 4.7 out of 5.
  - Established UX practices including HEART framework KPIs for every launch and Gainsight feature usage tracking. Adopted Figma Make for rapid prototyping and animation, accelerating design delivery across products.
  - Owned D&B's AI design system end to end, designing core components including the AI chat panel, floating chat experiences, prompt injection field, chat history, reasoning component, and quick actions.
  - Collaborated with branding and legal to design the D&B AI logo, and authored an AI documentation guide adopted by 5 teams across engineering, dev, and QA.
  - Led cross functional collaboration with legal, branding, marketing, sales, and engineering to take complex AI products from concept to launch.
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### UX/UI Designer

Datatron Technologies, Inc.

Dec 2019 to Jun 2020

- Established a comprehensive design system based on Google Material Design, covering all core components with full specifications, guidelines, and localization elements. Became the foundation for Datatron's next generation product across all teams.
- Designed and shipped the next generation Datatron AI model governance dashboard, rated 80% more useful than the previous version, delivered to enterprise clients including Domino's, Credit Suisse, and Comcast. Vision concepts contributed to raising approximately \$5M in VC funding.

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## UX Designer

Acara Solutions · Siemens (client)

Aug 2019 to Dec 2019

- Contributed to and shipped Siemens' Mosaic design system, building DOM elements and defining design tokens using Sketch, HTML, CSS, and Lit Elements for the Smart Infrastructure and IoT Platform.
  - Improved design to dev handoff speed by 50% through reusable components and documentation.
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## UX Designer and Researcher

Indiana University · IUPUI

Jan 2017 to May 2019

- Co authored and published 3 research papers at top HCI conferences, including a full paper at CHI 2018 on identity work in the Virtual Disability March (93 citations), and studies on accessible activism and wearable auditory feedback (100+ total citations).
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## Design Engineer

Nelito Systems Pvt. Ltd.

May 2014 to Sep 2015

- Designed and delivered the UI for Bank of India's internet banking website, serving millions of users across rural India with a strong accessibility focus.
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## SKILLS

**Design & Prototyping** · Figma, Adobe Creative Suite, HTML/CSS, Sketch, Axure RP

**AI & Emerging Technologies** · AI Agents, Generative AI, UI/UX for AI Systems, Claude Code, Cursor, Lovable, Figma Make, Replit

**Process & Leadership** · Design Systems, User Research, Design Ops, Cross Functional Collaboration, Stakeholder Management, Customer Relations, Accessibility (WCAG, VPAT)

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## EDUCATION

**Master's in Human Computer Interaction, 2019**

Indiana University · IUPUI

**Bachelor's in Computer Engineering**

University of Mumbai

## CERTIFICATIONS

**UI/UX Design for AI Products**

Stanford Online