

Ira Akbar

Product Designer

helloiraakbar@gmail.com | iraakbar.com | [LinkedIn](#)

I'm a product designer with 5+ years of experience in designing digital products, from discovery to launch. Most recently, I led product and design for a multilingual Voice AI platform, simplifying complex outreach workflows for businesses and designing conversations across Indian languages and literacy levels.

WORK EXPERIENCE

Lead Product Designer | Hunar.ai

Bengaluru | March 2024 - Present | Series A

- Led a team of designers and video editors, working closely with front-end developers, and owned roadmap and end-to-end design for Hunar Voice as monthly calls grew from 3.1M to 11M (Mar–Sep 2026).
- Designed Hunar Voice end to end as it grew from an API-only tool into a self-serve platform, covering agent creation, campaign management, billing, self sign-up, and multi-org workspaces. Cut time to a client's first campaign from months to a few days.
- Built Hunar's design system and visual identity from scratch across Hunar Voice and Hunar Connect, with moments of intentional delight throughout the product.
- Defined Hunar's positioning, tone, and narrative from user research and first-hand client work, running demos and customer success myself, and carried it into fundraising decks, sales collateral, and product launch comms.
- Conversational Design - Shaped adaptive multilingual conversations using contextual probing and branching, and used call reviews to reduce hallucinations and mid-call drop-offs.
- As a forward deployed designer for Zepto and Aditya Birla Capital, redesigned long calls into multi-stage workflows and shipped them myself with Claude Code, GCP, and n8n. Win-back flows converted 3% of leads marked not engaged.
- Built internal prompt makers with Claude and ChatGPT, cutting agent prompt prep for demos and go-lives from 1 to 2 days to a few hours. The approach now informs an in-product context layer and prompt rewriter in development.
- Defined Hunar Connect CRM workflows for AI assessments, CV matching, candidate recommendations, and walk-in interviews, extending Material Design for its interface; used by 30+ active clients.
- Designed and tested Hunar Disha, a career assistant, through a concierge MVP with 40 pilot users and 8 candidates placed, then built and shipped a live CV tailoring tool with Lovable and ChatGPT before the project was paused.

Consultant UX Designer | Kotak Securities

Mumbai (Remote) | September 2023 - February 2024

- Initiated Kotak Neo's first AI feature, a chat-based assistant for stock and mutual fund investing, defining the concept and designing the proof of concept that informed its beta launch.
- Used scroll and click data to find features users were missing on StockCase and Siplt, restructuring information hierarchy and A/B testing copy to improve discovery.

Product & Design | Quash

Bengaluru | June 2023 - January 2024 | Founding Team - Independent collaboration

- Designed the SDK integration experience and dashboard for a mobile app testing platform, taking it from concept to beta with a seven-member team.
- Led product discovery and turned customer feedback into product improvements, supporting eight client onboardings and adoption by Ola, Rebel Foods and BetterHalf.

Product Designer | Parallel HQ

Bengaluru | September 2021 - June 2023

Judges Intelligent Virtual Assistant (Jiva)

[Case Study](#)

Researched judicial workflows and designed an MVP for an AI assistant that helps judges search, ask questions, and reference case documents during hearings.

Bangalore Pulse Airport App

[Case Study](#)

Contributed to discovery and experience design for Bengaluru International Airport's loyalty app, using modular design and server-driven UI for personalised experiences.

Apperture Product Analytics Tool

[Case Study](#)

Designed a 0 to 1 analytics platform, defining its visual language and core experiences for query building, data exploration, and an embedded AI assistant.

UX Researcher | Kritsnam Technologies

Hyderabad (Remote) | July - August 2021

Conducted competitor analysis, ecosystem mapping, interviews, and surveys for the Dhara B2B SaaS dashboard, identifying target user groups and informing product recommendations.

EDUCATION

Bachelor of Design (2017-2021)

National Institute of Fashion Technology, Gandhinagar (9.0 CGPA)

Awarded Best Academic Performance and the title of Most Meritorious Student

SKILLS

Product & Design

Discovery, roadmapping, user research, information architecture, interaction design, prototyping, design systems

Conversational AI

Multilingual conversation design, prompt design and evaluation, call-quality analysis

Technical Implementation

AI-assisted prototyping, API integrations, workflow automation

Product Marketing & Communication

Product positioning, sales pitches, public speaking, workshop facilitation

TOOLS

Figma | Claude Code | Google Cloud Platform | n8n | Framer | Mixpanel | Excel | Adobe Creative Suite | Storybook | Grafana | Metabase

SPEAKING & WORKSHOPS

The India AI Impact Summit 2026

[Speaker](#) | [Using Conversational AI to Spot Attrition Signals](#) | [Watch Talk](#)

EkStep Voice AI Conference

[Speaker](#) | [From App Drop-offs to Conversational Onboarding](#) | [Watch Talk](#)

Scaler School of Technology

Guest Lecturer | Designing with Empathy

NIFT, Gandhinagar

Guest Lecturer | Storytelling in Case Studies; Basics of UX Design

DESIGN AWARDS

Titan Design Award

- 2020, Habit-forming smart wearable ring
- 2019, Posture-correcting smart jewellery