

nevil hitesh

product designer · seven years

i'm the one who can get it done, and beyond expectations.

01	axis bank · loan origination	a home loan in 14 days, against an industry that takes 50	14-day disbursal ¹
02	twitch · community migration	saving a failing migration for a 6000-member community	6000+ members
03	socalgas · platform modernization	one project grew to twenty plus	1 to 20+ projects ²
04	ethereal covenant · practice from zero	hired to set up ux as a practice	two 0-to-1 platforms
05	mcafee · full-funnel commerce	eight screens carry the funnel, discovery to renewal	8 screens · full funnel
06	tonight · the ai process	an ai friend picks your one show a night	in progress
07	mäki	8 seats, 20+ customers happy to stand and eat	undated

1 first case disbursed under the new flow. live in production, april 2026. ↵

2 concurrent project count, before to after. ↵

a home loan in 14 days, against an industry that takes 50

the industry takes about 50 days. sales happens on a phone, between visits, and the platform was built for someone sitting at a desk. we designed for the field instead. mobile first, inside what the platform allowed.

a consulting engagement, run under my freelance umbrella. i led design: four designers across home loan and education loan products on financial services cloud. a reusable component system carried 100+ screens from kickoff to production in four months.

first case disbursed in

14 days²

industry standard

~50 days

live in production · april 2026

the record

role	led design · four designers
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scope	home loan · education loan · financial services cloud
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screens	100+
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kickoff to production	4 months
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next	multi-branch rollout · following
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team praise · home loan launch

consulting engagement · freelance

“This team's efforts are exceptional. The rigorous efforts put in by the Salesforce team made it possible to deliver Home Loan earlier than originally planned.”

munish sharda · executive director · axis bank · 2026

¹ nda: this chapter ships text and metrics only, no interface. ↩

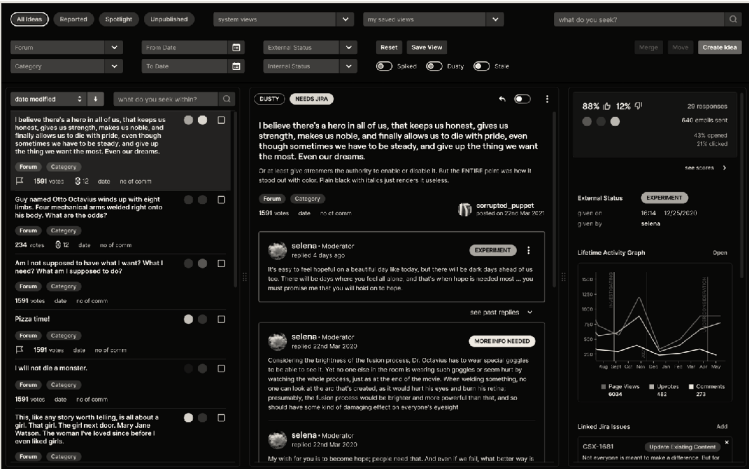
² first case disbursed under the new flow. live in production, april 2026. ↩

saving a failing migration for a 6000-member community

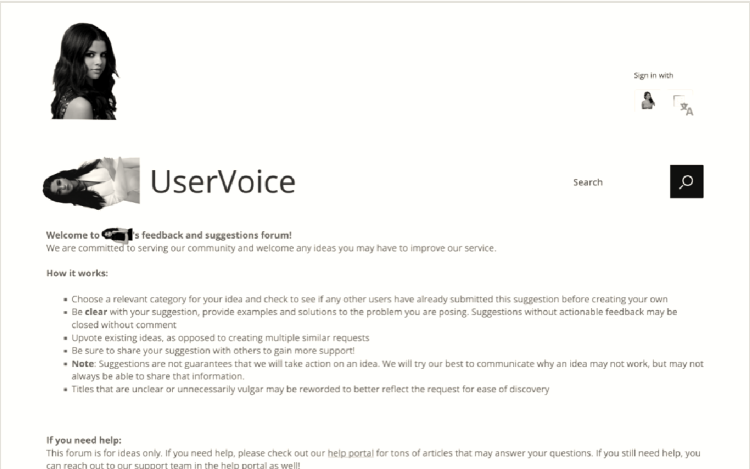
6000+ members, moving off uservoice. twitch's enterprise community was mid-migration to salesforce experience cloud. the engineers turned over, the deadline did not move, and it was going to miss. i came in as the sole designer, pitched three concepts, and won the work.

mati · managing all things ideas. five external tools went into one dashboard. ideas, sentiment, engagement, same place.

members said ideas disappear into the void. the activity feed, borrowed from twitch chat, is where they stopped disappearing.



mati · five admin tools consolidated into one dashboard



uservoice · the forum 6000+ members were moving off

members moving off uservoice

6000+

admin tools consolidated

5 to 1¹

the record

community 6000+ members

admin tools 5 consolidated to 1

role sole product designer

timeline 6 months

what twitch said

“You brought this idea to life with your designs, and iterated on it in ways I never even imagined. You have been relentless in your vision, and I am proud to have been able to work side by side with you.”

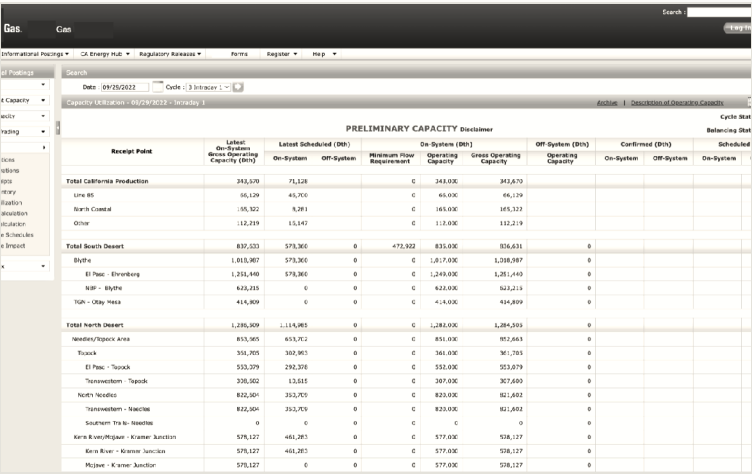
sarah fitzpatrick · senior program manager · twitch · 2022

one project grew to twenty plus

the platform was a decades-old hotchpotch serving interstate gas pipelines. the first job was decoding it. users came out of their silos into the first full system map. then we proved what new could look like, css tweaks to a react rebuild, each path priced with the dev team.

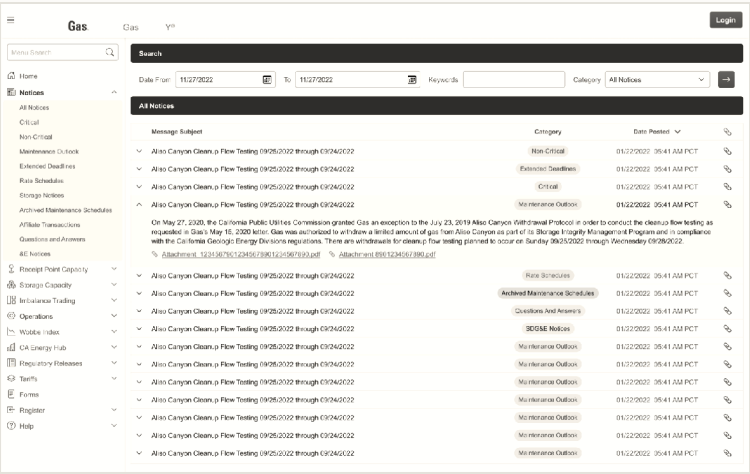
the mechanism

we pitched a roadmap and got handed the account. that turned into the job. one project grew to twenty plus, a design system that became the studio standard, and a team grown from the studio bench. a few of them presented to the client themselves.



The screenshot shows a complex web interface for gas capacity management. It features a sidebar with navigation links like 'Capacity', 'History', 'Planning', and 'Reports'. The main content area displays a 'PRELIMINARY CAPACITY' table with columns for 'Receipt Point', 'Latest On-System', 'Latest Scheduled (DHS)', 'On-System', 'Off-System', 'Minimum Flow Requirement', 'Operating Capacity', 'Gross Operating Capacity', 'Off-System (DHS)', 'Confirmed (DHS)', and 'Scheduled'. The table lists various receipt points such as 'Total California Production', 'Bigha', 'El Paso - Elvertburg', 'NIP - Blythe', 'TGA - Olay Mesa', 'Total North Desert', 'Hendrix/Spice Area', 'Tusock', 'El Paso - Tusock', 'Tennwestern - Tusock', 'North Needles', 'Tennwestern - Needles', 'Southwest - Tru to Needles', 'Kern River/Jordan - Kramer Junction', 'Kern River - Kramer Junction', and 'Midway - Kramer Junction'.

before · capacity tables on the legacy platform



The screenshot shows the rebuilt version of the gas platform. It has a clean, modern design with a dark sidebar and a light main content area. The 'All Notices' section is prominent, displaying a list of notices with columns for 'Message Subject', 'Category', and 'Date Posted'. The notices include 'Also Canyon Cleanup Flow Testing 09/26/2022 through 09/24/2022' and 'Also Canyon Cleanup Flow Testing 09/25/2022 through 09/24/2022'. The interface is more organized and easier to navigate than the legacy version.

after · the same records, rebuilt

concurrent projects

1 to 20+¹

what the design system became

studio standard

the record

role

lead designer → account lead

concurrent projects

1 to 20+

put me in the space you have, and see what we can do.

¹ concurrent project count, before to after. ↩

hired to set up ux as a practice

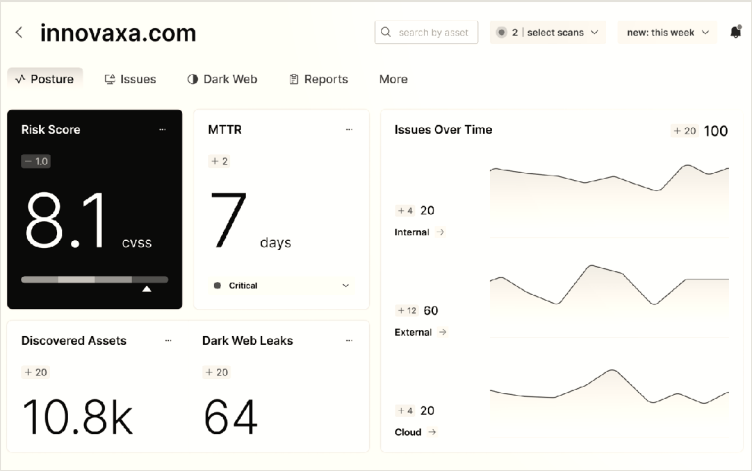
ways of working, design standards, the whole burden of guilt. two platforms came through it.

vapt247 · vapt software redesigned ground up: product definition, market positioning, visual identity.

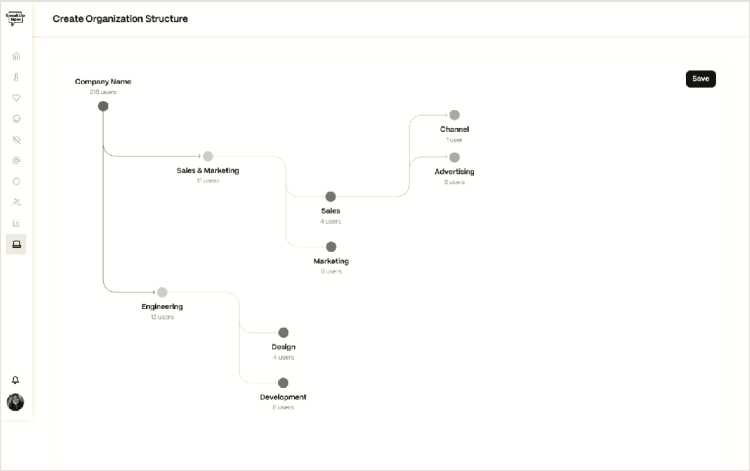
speakup now · a workplace culture platform, taken from the client pitch deck to business level product decisions.

the honest line

the unglamorous half was the job. one idea of the product, agreed by people with bigger titles than mine, then held there.



vapt247 · the posture dashboard



speakup now · building the org structure

0-to-1 platforms

two¹

starting point, both times

zero

the record

platforms vapt247 · speakup now

starting point zero, both times

role creative director

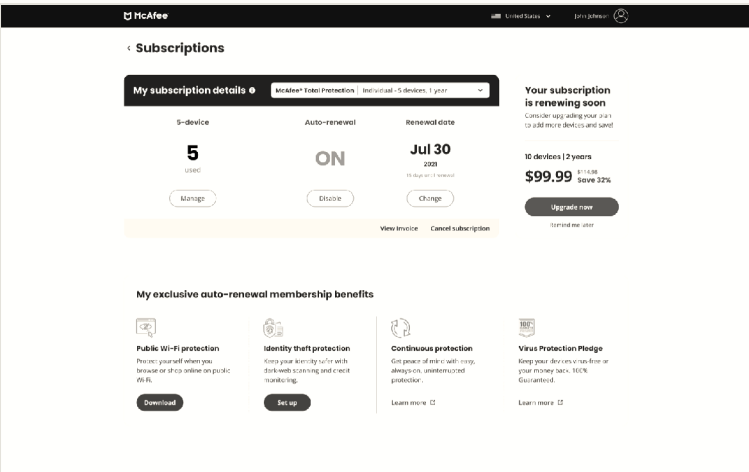
1 vapt247 and speakup now. ↗

mcafee's auto renewal had earned its reputation

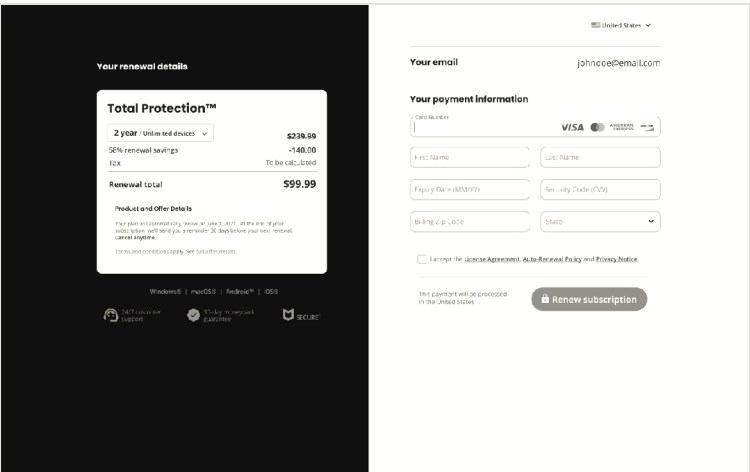
the redesign started there. the plan chooser got rebuilt. the legal information came up front. the design language followed. eight screens carry the funnel, discovery to renewal, through a profile dashboard.

patterns refused

two dark patterns went out: the plan chooser, and the buried terms.



subscriptions · the plan chooser, rebuilt



cart · terms in front of the reader, not under a link

discovery to renewal

8 screens¹

dark patterns out

two

the record

screens

8 · full funnel

stance

trust over dark patterns

role

senior designer

¹ the full funnel, through a profile dashboard. ↗

an ai friend picks your one show a night

an ai friend picks your one show a night. there is no feed to scroll; one pick is the whole app. built by directing ai agents end to end.

logged and numbered

58 decisions¹

start to build handoff

31 days²

the record

field study	316 apps · 898 clips · 6 agents · one afternoon
design system	11 rounds · 16 souls explored · winner: the rigid draftsman
the built app	tonight v1 · 5-beat frozen choreography · hold to listen · demo city, real design
where it goes next	the event space ships browsing and coordination; nobody ships judgment, and nobody says good morning.

1 28 portfolio · 22 tonight · 8 durable. counted 2026-07-12. ↩

2 2026-06-11 to 2026-07-12. ↩

8 seats, 20+ customers happy to stand and eat

8 seats, 20+ customers happy to stand and eat, 4+ people in the kitchen including my partner, and me in the middle of it all: managing tables, taking orders, handling pass, talking to everyone. the lore has built a very active base of regulars who willingly join the shenanigans, at the patisserie and on socials. vendors and partnerships, day to day operations. and all things design: the first branding and posts, one off events, and now the rebranding of the new space.

the record

the room

8 seats • 4+ in the kitchen

design

branding • posts • one off events
• the rebrand of the new space

operations

vendors • partnerships • day to day