



Portfolio   [tanuja.paunikar@gmail.com](mailto:tanuja.paunikar@gmail.com)

# Tanuja Paunikar

Product-focused builder with 10+ years of experience across the full lifecycle, from strategy to shipping. Worked in both startups and larger teams, consistently focused on building the right products. Translate ideas into working solutions using modern tools and AI, with an emphasis on rapid prototyping and iterative development (leveraging tools like Claude and OpenAI Codex).

## Experience

### **Awesome Motive, Inc.**

### **Lead UI/UX Designer**

Apr 2021 – Dec 2025 · 4 yrs 9 mos · Full-time · Remote (US)

First designer at AIOSEO, WordPress's most-installed SEO plugin (3M+ sites), owning product UI, design system, and visual direction across the brand and its acquisitions.

- Owned product UI across dashboards, onboarding, and data-dense configuration on millions of WordPress sites.
- Built and scaled the AIOSEO design system from zero (tokens, components, documentation) and extended it to acquisitions LowFruits and SEOBoost, bringing identity, marketing, and product UI in line with the parent brand.
- Designed flagship features: TruSEO inline scoring, AI assistant for titles and FAQs, visual schema builder, Search Console reporting, and LLMs.txt interface.
- Designed marketing and growth surfaces (landing, pricing, lifecycle, launch) in lockstep with product releases.
- Partnered with engineering on implementation, design QA, and release sign-off across every shipped version.

## Freelance

### Multidisciplinary Designer

February 2017 – Present · Remote

**Long-running independent practice, picked up by founders directly across industries I'd never worked in before, and shipped without a team, PM, or design org to lean on.**

- Adapted across finance dashboards, sports platforms, reading apps, and video archives, learning each space fast enough to design credibly.
- Shipped Attrib, Edrahi, WeRead, LAFincorp, and Zoro to App Store as the only designer, including the unglamorous parts: empty states, error flows, store assets.
- Modeled complex logic and role-based workflows into clear interfaces on Arima and Warden.
- Sustained the practice on referrals and repeat clients across 8+ years, every engagement landed through someone vouching for the last one.
- Ran the engagement end-to-end, scoping, async reviews, and holding the line on what's worth building, operating as the design lead, not just the executor.

## Bokaap.design

### UI/UX Designer

Feb 2016 – Feb 2021 · 5 yrs · Full-time · On-site, Mumbai

**Led product, web, and brand engagements for global early and growth-stage clients, owning design end-to-end, shaping strategy with founders, and unifying brand, marketing, and product UI into one cohesive system.**

- Led design end-to-end on Sevasadan, FootageFarm, GEPL Capital, and Itara to name a few, from discovery and user research through IA, UI, prototyping, and launch.
- Shaped product strategy alongside founders and PMs: scoped MVPs, prioritized roadmaps by user impact, and defined what shipped in v1 vs. later.
- Built scalable design systems adopted across product, marketing, and brand, cutting hand-off time and unifying every touchpoint into one cohesive experience.
- Ran usability testing, stakeholder interviews, and critiques to ground decisions in user evidence over opinion.
- Partnered with engineering through implementation and design QA, owning pixel-level fidelity and accessibility from Figma to production.

## Tools of Trade

## How I actually work

Figma is still where I do the real design thinking, directions, typography, interaction details, the system the team designs against. Claude and ChatGPT run alongside it all day for brainstorming, research, pressure-testing decisions, and getting unstuck. Claude Code is where I take ideas into real code, prototyping production-grade UI and doing last-mile polish with engineering, with Codex for review. Notion holds the rest: briefs, decisions, direction docs.

The bigger shift is in the role itself, less time in beautiful mocks, more time setting direction, shipping in code, and holding the line on what gets built.

## Worked with over the years

Higgs · Cursor · Framer · Webflow · Figma Make · ProtoPie · Midjourney · Photoshop · Illustrator · After Effects · HTML/CSS · Miro · FigJam · Linear · Jira · Slack · Loom

The stack flexes to the work, not the other way around, I pick up new tools as they ship and reach for older ones when they're the right fit.

# Get in Touch

Looking for my next full-time role somewhere design is treated as a core discipline. Real autonomy, high craft, and designers trusted to own the outcome. If you're building something ambitious, I'd love to chat.

— [Website](#) — [Email](#) — [LinkedIn](#) — [Dribbble](#)