NAVDEEP RAJ

DESIGN LEADER · AI · WEB3 · ENTERPRISE · SAAS

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SUMMARY

20 years of design leadership across startups, agencies, and enterprise. Currently building AI-native design workflows at Alchemy, getting designers shipping real production code alongside engineers. Deep background in Web3, developer tools, and enterprise SaaS. Red Dot Award · 3 design patents.

EXPERIENCE

Jan 2026 to Present
Head of Design
ALCHEMY

- Own product, brand and web design at Alchemy, the blockchain infrastructure platform behind Coinbase, Robinhood and JPMorgan.
- Led the Alchemy rebrand and rolled it out across every customer-facing surface, platform, marketing and web.
- Rebuilt the design system on ShadCN, creating a production-ready foundation for AI-assisted coding across Alchemy's product family.
- Moved the team to AI-native tools, Cursor, Claude and custom agents now run across research, prototyping and production code.

May 2023 to Nov 2025
Senior Director, Design & DevX
CHAINLINK LABS

- Built the AI layer for Chainlink's Developer Hub: LLM-powered search, contextual onboarding and intelligent documentation.
- Led UX across CRE, CCIP Token Manager, Transporter and CRE Composer in the Web3 ecosystem.
- Owned the design vision and kept product and engineering aligned across every Chainlink product.

Apr 2022 to Apr 2023
Senior Director, Design
OKTA

- Ran design for Okta's companies-in-residence program, taking each venture from concept to product-market fit.
- Led research, prototyping and design-to-code delivery across several startups simultaneously, and set up the design practice for scale.

Nov 2019 to Mar 2022
Head of Design & Product
HYPERSONIX

- Led design and product from Seed through Series B at Hypersonix, an AI-powered profit and pricing platform trusted by Amazon, KFC and Fortune 500 retailers.
- Owned UX, design systems, research, brand, marketing and product roadmap across the entire platform.

Oct 2013 to Oct 2019
Director, Design & Innovation
SAP

- Studio lead at SAP AppHaus, running AI, ML, IoT and Blockchain transformation work for some of the world's largest brands including Nestle, Airbus and Mercedes.
- Led design research, concept work and prototyping on major customer engagements, and helped grow AppHaus into SAP's award-winning global design studio.

2012 to 2014
Co-founder, Design & Product
CLYP / FISHBOWL

- Co-founded a mobile marketing automation platform that was acquired by Fishbowl, now part of Symphony Technology Group.
- Built the full product from scratch, UX, brand and architecture, and drove the roadmap to acquisition within two years.

2006 to 2011
Creative Director
SOURCE-N

- Built and scaled the design practice, leading product strategy across enterprise and consumer clients worldwide.
- Worked across the full design stack, from UI and interaction design through to product strategy and team leadership, on enterprise SaaS and consumer products.

SKILLSET

AI TOOLS Cursor · Claude · Lovable · Midjourney · Remotion · Figma AI · Pencil.dev · openClaw · LangChain (custom agents)

EXPERTISE Design Systems · User Experience · Design Strategy · Design-to-Code · Agentic Workflows · AI Prototyping

DOMAINS Web3 · Blockchain · AI/ML · Enterprise SaaS · Developer Tools · B2B · Startups

CLIENTS Apple · Coinbase · Robinhood · JPMorgan · Disney · Amazon · Google · The White House · Walmart · Intel · KFC · NHL

AWARDS Red Dot Design 2016 · IDEA · Fast Company World Changing Ideas · 3 Design Patents