Lalit Salunkhe

15 years in Product Design • UX Director • UX Lead

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Summary →

15+ years leading end-to-end product UX & design for healthcare, tech, and platform startups.

Extensive hands-on expertise across **research, journey mapping, user testing, solutioning, prototyping, and shipping products** at scale.

Advocated for **data-driven, AI-powered design to transform member onboarding, clinical flows, and automation—boosting efficiency, accuracy, and patient care quality.**

Experience **working cross-functionally** with clinicians, engineers, and leadership; **mentored 8-12 designer teams**; set OKRs and career ladders.

Key Responsibilities & Impact →

Previously spearheaded **UX design at Fold Health**, scaling the platform from **0 → 1 million patients in 3 years,** serving 15 enterprise clients.

Co-pioneered AI charting UX IP at Praxify (**Acquired by Athena Health for $65M**)

Led UX research, **user interviews**, **JTBD**, and **market analysis** to uncover needs and drive actionable design solutions.

Owned the UX vision, strategy, and execution for multiple flagship healthcare products (platform, mobile, web, and IOT).

Designed & shipped AI membership engines —achieved 15–20% drop-off reduction; **automated key workflows,** returning 7–8 hrs/week capacity per clinician.

Reduced charting time 40%, improved chart accuracy 15%+, and cut context switching by 30%+ with consolidated, intelligent product design.

Built scalable design systems enabling faster, more compliant solutions across high-growth teams (US + India).

Pioneered "Live Listen & Synthesis" frameworks, generating 30–40% faster care plans/consults and 40% quicker, structured clinical documentation.

Launched polychronic care dashboards, resulting in 3x better care coordination; designed habit-building medication UX yielding 2x+ adherence.

Delivered India's first advanced virtual talent evaluation platform (AI-driven)—optimized 60%+ cost and increased trust.

AI Skills →

Vibe coding

Workflow orchestration

Conversational AI orchestration

Product UX Skills →

User & market research

Surveys & JTBD analysis

Interaction design

Visual design

Prototyping & story telling

Building design systems

Usability testing

Leadership skills →

Team building

Team management

Strategising road maps

Sprint planning

Elevator pitches

Investor presentations

GTM alignments

Tools →

Vibe coding : Lovable / Figma Make

Brainstorming : Miro, Figjam

Design : Figma Suite, Framer, Sketch

Usability testing : Lookback / HotJar

Hand-off : Figma Dev / Story block

Work timelines →

Fold Health
Aug 2022 – May 2025, Platform UX Director

Owned end-to-end product vision for care team-first care suite (DPC).
Led JTBD research, market analysis, roadmap prioritization.
Day-to-day: Designed information architecture, created wireframes and clickable prototypes, built UI components, maintained pixel-perfect specs, performed user and stakeholder interviews.

Radix Health (acq by Relatient)
Mar 2020 – Aug 2022, UX Director

Architected self-scheduling engine adopted by hundreds of US health systems.
Designed matching rule engine, optimised flows.
Day-to-day: Conducted affinity mapping and persona development, mapped pain points, designed flows, built prototypes, facilitated design workshops, performed accessibility and usability reviews.

CaringCo
Nov 2018 – Sep 2019, UX Director

Led redesign of claims and billing platform for Australia.
Reduced rejection rates, streamlined workflows.
Day-to-day: Researched user journeys, created high-fidelity mockups, ran stakeholder workshops, built user flows, contributed annotated UI assets to dev, reviewed final implementation.

Parthenon Technologies (Althea Care)
Aug 2017 – Aug 2018, UX Director

Built iPad-first augmented EHR for US ACOs using Nuance AI and voice.
Cut charting time by 40%, surfaced care gaps, enabled value-based care at scale.

Praxify (acq. by Athena Health)
Jan 2014- Dec 2016, Head of Design

Built iPad-first augmented EHR with AI/voice.
Cut charting time, enabled value-based care.
Day-to-day: Prototyped iPad/tablet interfaces, defined design KPIs, delivered design documentation, validated solutions with clinicians.

Tech Mahindra (CanvasM)
Apr 2012 – Jan 2014, Sr UX Designer

iGate Patni
May 2011 – Apr 2012, UX Designer

Infosys technologies
Jul 2007 – Mar 2009, Software Engineer

Education →

B.E in EnTC
May 2007, PVPIT college

HSC
Feb 2003, Shantiniketan College

SSC
Jun 2001, Modern English school

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