

AYUSHI JAIN

Product Designer

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Professional Summary

Experienced Product Design Specialist with over 10 years in UX/UI research and design, specializing in delivering high-quality digital experiences in an agile environment. Adept at leading cross-functional teams, integrating user research, and managing stakeholder expectations to drive successful product outcomes.

Work Experience

Sr. Product Designer

Cetaris, Canada | May 2024 - Present

- Spearheaded the redesign of a supplier and part replenishment platform, leading to a 30% reduction in transaction times and improved user navigation.
- Developed comprehensive wireframes and prototypes, solving complex design challenges using user persona insights and journey mapping.
- Ensured alignment between design concepts and business goals through effective communication with stakeholders.

Product Design Lead

GlobalLogic, India | Oct 2021 - Aug 2023

Hilti (Asset and fleet management)

- Designed and implemented Hilti's asset management software, increasing efficiency by 25% and saving \$2.5 million annually.
- Conducted user research and collaborated with cross-functional teams to optimize the end-to-end user experience by developing a responsive design framework that met quality standards and compliance requirements.
- Identified business opportunities, recommending enhancements that improved productivity and efficiency.

Banking and Financial services

- Spearheaded the redesign of an investment management platform, improving user navigation and reducing transaction times by 30%.
- Guided stakeholders to align design concepts with user experience goals and regulatory standards.
- Led cross-functional collaboration, resulting in improved user satisfaction and operational efficiency.

Sr Product Designer

Dassault Systems, India | Mar 2020 - Oct 2021

- Implemented a 3DS design system, establishing a consistent UX across all products and fostering brand coherence.
- Developed a detailed UI catalog to guide backend integration, reducing design time by 30% and enhancing consistency by 45%.
- Enhanced stakeholder collaboration through regular meetings and strategic engagements, ensuring design system alignment with business goals.
- Worked closely with development teams to implement design system specifications, ensuring that the designs aligned with the backend.

UX Researcher and Designer

ADP, India | Jun 2015 - Feb 2020

- Developed intuitive UX/UI for ADP's payroll products, effectively reducing new user onboarding time by 30% and contributing to a projected \$1.5 million in annual savings.
- Spearheaded the enhancement of the stop payments project by integrating seamless banking operations, which facilitated a 30% increase in customer satisfaction and a significant reduction in service calls.

Quality Analyst and User Researcher

Syntel, India | Jun 2013 - May 2015

- Conducted research and quality analysis for the development of big data solutions for Amex Bank's banking and finance applications.

Education

Sheridan Institute, Canada | 2023 - 2024

PG in Digital Product Design - 3.85 | 4 (honours)

RGPV | 2008 - 2012

Bachelors of Engineering (EX) - 80% Aggregate (honours)

Skills

Design

User Experience (UX), Interaction Design, User Interface (UI), Human Centric Design (HCD), Digital Prototyping, Design Thinking, Critical Thinking, Creative Thinking, Visual Design, Wireframing, Low-High Fidelity Mockups, Responsive Design.

Research

User Interviews, User Persona, Empathy Mapping, User Testing, Information Architecture, Journey Mapping, Qualitative and Quantitative Analysis, A/B testing, Competitor Analysis, Design Strategy, and Data Analysis.

Software

Figma, Sketch, Adobe XD, Axure RP, InVision, Mural, Miro, Keynote, Microsoft Office Suite, User Testing, Jira, Confluence, Slack, and Tableau.

Visual Design

Branding, Color Palette, Typography, Iconography, Design Components, Design System, Web Design, Stylesheets and Guidelines, Accessibility Guidelines (AODA, WCAG).

Other Skills

Design management, Leadership & Guidance, Iterative process, Cross-functional collaboration and communication, Human-centric approach, Stakeholder Engagement, Leadership, Storytelling, Agile methodologies, Digital products, product development, confidentiality management, practice strategy.

Certifications

- Felix, UX Design and Management
- TCPS2 research certification
- Interaction design Foundation: Design Better Products and Services.
- Interaction design Foundation: Journey Mapping.

Extra curricular

- Internationally recognised Artist
- Author of 2016 bestseller novel
- Motivational speaker
- Design Instructor
- Avid traveller and trekker