

AYUSHI DAS

Product Designer

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SUMMARY

Strategic Product Designer with 4+ years of experience designing scalable, user-centered solutions across AI, blockchain, and enterprise data platforms. Expert in designing intuitive workflows, scalable design systems, and AI features, collaborating with Agile teams to deliver impactful products.

PROFESSIONAL EXPERIENCE

Enterprise Product Designer, AI/ML Platform

Session AI, San Jose, CA | Apr 2024 - Present

Leading product design for an enterprise e-commerce personalization platform serving Fortune 500 brands.

- **Drove 0→1 AI workflows:** Re-imagined machine-learning campaign creation, cutting launch time from 2 weeks to 1 hour by simplifying parameter inputs and automating audience segmentation through intuitive web UI.
- **Established design language & creative direction:** Defined visual standards and a scalable component library across the web platform, aligning product experience with brand identity.
- **Built trust in AI decisions:** Designed explainability modules surfacing recommendation logic and confidence scores, improving enterprise transparency.
- **Scaled design operations:** Unified information architecture, codified design system governance, and reduced design debt by 40% while accelerating developer handoff.

Product Designer, Blockchain

GeroWallet, San Jose, CA | Mar 2023 – Feb 2024

Designed innovative NFT experiences for crypto wallet users, establishing new industry standards for digital asset interaction.

- **Delivered industry-first NFT media player:** Led UX/UI design for a new NFT playback experience, driving a 10% revenue lift within two months and strengthening platform differentiation.
- **Elevated acquisition & engagement:** Redesigned website and onboarding flows using user research and competitive analysis, reducing bounce rate and boosting user activity.
- **Reduced support tickets:** Applied user-centered design methodology to address usability pain points, decreasing usability-related complaints by 60%.
- **Shaped design practice in a startup context:** Introduced scalable design processes and collaborated with leadership to align vision, roadmaps, and brand tone.

UI/UX Designer, Data Management

Informatica, Redwood City, CA | Jul 2022 – Dec 2022

Supported digital transformation initiative for enterprise data management platform transitioning from on-premise to SaaS.

- **Redefined SaaS UX:** Modernized core user journeys as the platform shifted from on-prem to cloud, informed by qualitative research and usability testing.
- **Created cohesive design language:** Closed gaps in the component library and unified visual patterns for consistency across high-volume enterprise workflows.
- **Accelerated delivery:** Partnered with product and engineering on a streamlined design-to-development pipeline, enabling faster, more predictable releases.

Designer, Architecture

Transform/VSB, Chennai, India | Oct 2016 – Aug 2018

Managed multiple architectural design projects while fostering team growth and client relationships.

- **Owned end-to-end design delivery:** Managed multiple residential and commercial projects, balancing aesthetics, functionality, and budget.
- **Retained key clients through quality & trust:** Delivered projects on time with clear communication, sustaining 100 % client retention.
- **Led large-scale community planning:** Directed design vision for a 250-home residential development, integrating site planning, spatial efficiency, and user comfort.

EDUCATION

Master of Science, Human-Computer Interaction

San Jose State University, San Jose, CA | Aug 2020 *Research*

Publication: "Non-Invasive Brain Computer Interface: Development and Rehabilitation for Motor Disability" — HFES 65th International Annual Meeting

Bachelor of Architecture

Anna University, Chennai, India | Aug 2011 – May 2016

CORE COMPETENCIES

- **Design:** User-Centered Design • Product Strategy • End-to-End UX • Information Architecture • Interaction Design • Human-AI Interaction • Algorithmic Transparency • Design Systems • Data Visualization • Mobile & Web Design • Rapid Prototyping
- **Research:** User Research • Usability Testing • Model Performance Analysis • Competitive Analysis • Heuristic Evaluation • A/B Testing • Customer Journey Mapping
- **Tools:** Figma • Sketch • Axure RP • Miro • FigJam • Adobe Creative Suite • HTML/CSS • JavaScript
- **Leadership:** Agile Team Collaboration • Cross Functional Communication • Stakeholder Management • Design Mentorship • Strategic Communication • Data-Informed Decision Making