

Ayushi Das

PRODUCT DESIGNER

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[LinkedIn Profile](#)

[Portfolio Link](#)

SUMMARY

Product Designer with 4+ years designing enterprise SaaS, AI-enabled, and data-intensive products. I simplify complex workflows into clear, intuitive experiences that help users understand information, make decisions, and act with confidence. Experienced across end-to-end product design, user research, information architecture, interaction design, and 0→1 product development.

EXPERIENCE

Enterprise Product Designer, *Session AI*

San Jose, CA | Apr 2024 - Dec 2025

Owned end-to-end design for an enterprise AI marketing platform used by Fortune 500 brands, helping nontechnical marketers launch personalized customer experiences without engineering support.

- Interviewed 8 marketers, shadowed customer success teams, and conducted 8 usability studies to uncover why campaign creation was slow, unclear, and dependent on engineers.
- Simplified a fragmented technical workflow into three clear steps: define the audience, create the experience, and set when it should appear, making complex configuration easier to understand and manage.
- Designed a guided AI approach that allowed users to review, adjust, approve, or override recommendations, balancing automation with user control.
- Reduced campaign creation time from 2–4 weeks to under 1 hour, enabled self-service campaign setup, and contributed to a 3–5× increase in campaigns created per user.
- Restructured the platform's information architecture and contributed to design-system governance, reducing design debt by 40%.

Product Designer, *GeroWallet*

San Jose, CA | Mar 2023 - Feb 2024

Led end-to-end design across wallet and website experiences for a blockchain startup, focused on improving NFT discovery, engagement, and conversion.

- Designed an in-wallet NFT media experience that connected ownership with audio and video playback, reducing the need to return to external platforms.
- Redesigned the marketing website's structure and content hierarchy to communicate the product's value more clearly and guide visitors toward key wallet features.
- Improved onboarding and core wallet workflows through user feedback, competitive research, and rapid iteration.
- Partnered directly with founders and engineering to define product direction, prioritize features, and ship in a fast-moving 0→1 environment.

UX/UI Designer, *Informatica*

Redwood City, CA | Jul 2022 - Dec 2022

Led end-to-end design for data-lineage workflows in Informatica's cloud data-management platform, helping data teams understand how records were created, merged, and changed.

- Conducted 12 user and stakeholder interviews and synthesized recurring themes from 500+ support tickets to identify common data-lineage issues.

- Replaced a dense, table-based experience with a layered workflow that surfaced key insights first while preserving detailed lineage and comparison tools for advanced users.
- Designed visualizations connecting source records, transformations, decision logic, and final values, helping users investigate anomalies and validate data with greater confidence.
- Reduced lineage investigation from hours to minutes, contributed to a 78% reduction in lineage-related support tickets, and reached 85% feature adoption within three months.
- Partnered with product and engineering to bring the redesigned experience into the cloud platform and extend reusable patterns across complex enterprise workflows.

Designer, Transform

Chennai, India | Oct 2016 - Aug 2018

Managed design strategy and project delivery for large-scale residential and commercial projects, aligning client needs, budgets, timelines, vendors, and multidisciplinary teams from planning through execution.

EDUCATION

Master of Science — Human Computer Interaction, San Jose State University

San Jose, CA | Aug 2020 – Dec 2022

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

SKILLS

Product Design

End-to-End Product Design · Complex Workflow Design · Human-AI Interaction · Interaction Design · Information Architecture · 0→1 Product Development · Data Visualization · Rapid Prototyping

Research and Validation

User Research · Usability Testing · Heuristic Evaluation · A/B Testing · Journey Mapping · Competitive Analysis · Product Analytics

Systems & Collaboration

Design Systems · Component Libraries · Cross-Functional Collaboration · Stakeholder Alignment · Agile Product Development · Data-Informed Decision Making

Tools

Figma · FigJam · Miro · Adobe Creative Suite · Cursor · Claude · GPT · HTML/CSS · JavaScript

SELECTED PROJECT

AI-Assisted Incident Investigation — Independent Product Design Project | 2026

Designed and prototyped an AI-assisted incident investigation experience for on-call engineers, focusing on evidence, uncertainty, and human validation.

- Partnered with an engineer to prototype an evidence-first workflow separating facts from AI interpretation.