

Ayushi Das

PRODUCT DESIGNER - AI & ENTERPRISE SAAS

Livermore, CA

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LinkedIn Profile

Portfolio Link

SUMMARY

Product Designer with 4+ years of experience designing AI-driven enterprise SaaS products across 0→1 startup environments and complex enterprise platforms. Skilled at turning complex ML systems into clear, verifiable workflows that build trust, improve explainability and drive adoption at scale.

EXPERIENCE

Independent AI Design Project

Livermore, CA | June 2026 - Present

Designing explainable AI workflows for incident investigation, helping on-call engineers evaluate root-cause hypotheses across alerts, logs, metrics and traces.

- Prototyping review flows that help engineers inspect AI-generated root-cause suggestions, supporting evidence, confidence levels, and recommended next steps.

Enterprise Product Designer, *Session AI*

San Jose, CA | Apr 2024 - Dec 2025

Led product design for an enterprise AI marketing automation platform used by Fortune 500 brands.

- Led redesign of ML-driven campaign creation workflows, reducing launch time from two weeks to ~1 hour through AI-assisted segmentation and simplified configuration experiences.
- Designed review-and-approval flows for AI recommendations, helping non-technical users confidently launch campaigns without engineering support.
- Created explainable AI design patterns including confidence scoring and recommendation transparency to improve trust and reduce manual validation.
- Scaled reusable workflow and configuration patterns through shared component library contributions, improving development efficiency and interface consistency.
- Drove cross-functional alignment across product, engineering and AI/ML teams to translate ML capabilities into production-ready features.
- Led information architecture restructuring and design system governance initiatives, reducing design debt by 40%.

Product Designer, *GeroWallet*

San Jose, CA | Mar 2023 - Feb 2024

Led product design for blockchain wallet experiences, including onboarding, digital asset interaction models, and NFT media features.

- Led UX/UI design for a new NFT media playback experience, contributing to a 10% increase in revenue within two months.
- Redesigned onboarding and website experiences using research and competitive analysis to improve user acquisition and engagement.
- Identified usability pain points through user-centered design methods, reducing support complaints by 60%.
- Partnered directly with founders to define product direction, make rapid trade-offs and ship under tight timelines in a zero-to-one startup environment.

UX/UI Designer, *Informatica*

Redwood City, CA | Jul 2022 - Dec 2022

Supported enterprise SaaS transformation for a large-scale data management platform transitioning from on-premise infrastructure to cloud-based workflows.

- Modernized core data management workflows through usability testing, qualitative research, and iterative design validation.
- Designed data lineage visualizations that helped users understand source history, merge logic, and data relationships across complex enterprise systems.
- Expanded component library patterns to improve consistency across dense, high-volume enterprise workflows.
- Collaborated with cross-functional teams to streamline design-to-development processes and improve release predictability.

Designer, *Transform*

Chennai, India | Oct 2016 - Aug 2018

Directed spatial planning and design strategy for large-scale residential/commercial projects, balancing user needs, aesthetics and budget, building foundational systems-thinking and stakeholder management skills later applied to product design.

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

Design & Interaction

Human-AI Interaction • End-to-End Product Design • Enterprise SaaS UX • 0→1 Product Development • Complex Workflow Simplification • Enterprise Workflow Automation • Information Architecture • Design Systems • Data Visualization • Rapid Prototyping

Research & Validation

User Research • Usability Testing • Contextual Inquiry • Heuristic Evaluation • A/B Testing • Journey Mapping • Competitive Analysis • Product Analytics

Tools & Technical Familiarity

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

Collaboration & Leadership

Cross-Functional Collaboration • Agile Product Development • Stakeholder Communication • Data-Informed Decision Making • Design-to-Engineering Handoff