Ayushi Das

PRODUCT DESIGNER

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SUMMARY

Product Designer with 5+ years designing AI-driven and data-intensive products in fast-moving startup and enterprise environments. Specializes in translating machine learning capabilities into intuitive, trustworthy user experiences and driving 0→1 product development. Known for simplifying complex workflows and improving adoption across high-impact SaaS products.

EXPERIENCE

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 human-AI interaction patterns allowing users to review, refine and approve automated recommendations, increasing product adoption and user confidence in AI-driven decisions.
- 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 design of new interaction models for blockchain wallet experiences and consumer-facing digital asset 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 tradeoffs 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.
- Modernized core user workflows for cloud-based experiences using usability testing and

qualitative research.
- Designed data lineage and system relationship visualizations to help users better understand complex data dependencies.
- Expanded and refined component library patterns to improve interface consistency across 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
- Led end-to-end design for residential and commercial architectural projects balancing user needs, aesthetics and budget constraints.
- Maintained strong client relationships through consistent delivery and communication, achieving 100% client retention.
- Directed spatial planning and design strategy for a 250-home residential community, focusing on usability, efficiency and long-term livability.

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 Design • Interaction Architecture • Information Architecture • Design Systems • Data Visualization • Rapid Prototyping

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

Tools & Technical Familiarity
Figma • Sketch • Miro • FigJam • Adobe Creative Suite • HTML/CSS • JavaScript • After Effects

Collaboration & Leadership
Cross-Functional Collaboration • Agile Product Development • Stakeholder Communication • Design Mentorship • Data-Informed Decision Making