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 at creating intuitive experiences that drive measurable business impact through collaborative, data-informed design processes.

PROFESSIONAL EXPERIENCE

Product Designer, AdTech AI   **Session AI,** San Jose, CA | Apr 2024 - Present

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

- **Accelerated AI-powered campaign creation by 95%**: Redesigned machine learning-driven offer creation workflows, reducing campaign launch time from 2 weeks to 1 hour by simplifying algorithm parameter inputs and automating audience segmentation through intuitive UI design
- **Enabled AI transparency and trust**: Designed explainable AI features that surface recommendation logic and confidence scores, helping enterprise clients understand and validate automated personalization decisions
- **Scaled design operations:** Modernized information architecture and established design system standards, reducing design debt by 40% and improving developer handoff efficiency.
- **Enhanced platform usability:** Led end-to-end redesign of core workflows, aligning user journeys with business objectives through user research and iterative testing.

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.

- **Generated $500K revenue in 2 months:** Led design of industry-first NFT media player, resulting in 10% user growth and significant revenue impact
- **Improved conversion metrics:** Redesigned website experience based on user research and competitive analysis, reducing bounce rates by 30% and increasing user engagement
- **Reduced support tickets:** Applied user-centered design methodology to address usability pain points, decreasing usability-related complaints by 60%
- **Established design culture:** Collaborated with cross-functional leadership to build scalable design processes and align product vision across teams

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.

- **Improved user satisfaction scores:** Redesigned core user experiences through qualitative research, usability testing, and competitive analysis
- **Standardized design language:** Identified and resolved design system gaps, creating cohesive SaaS-aligned component library
- **Accelerated feature delivery:** Partnered with product and engineering teams to establish unified design framework and streamlined handoff processes

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

Managed multiple architectural design projects while developing team capabilities and client relationships.

- **Retained 100% key clients:** Delivered high-quality design solutions through efficient project management and strategic problem-solving
- **Built design expertise:** Conducted design workshops and mentored junior designers, improving team productivity and design quality standards.

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

CORE COMPETENCIES

- **Design:** User-Centered Design • Product Strategy • 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:** Cross-functional Collaboration • Stakeholder Management • Design Mentorship • Strategic Communication • Data-Informed Decision Making