

Ayushi Agarwal

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Summary

Senior Product Designer with 9+ years of experience delivering impactful user-centred digital products across banking, telecommunication, healthcare, and many more. I specialise in translating complex business requirements into high-performing interfaces with a proven track record of leading end-to-end UX/UI processes from deep-dive research to scalable design systems. By aligning UX metrics with business KPIs, I have successfully increased platform **adoption rates by 35%** for a key product. I collaborate closely with cross-functional teams and stakeholders to deliver results like increased retention, optimised conversion and improved customer satisfaction across web and mobile platforms. I enjoy mentoring designers and helping teams deliver thoughtful and well-crafted solutions.

Work Experience

Freelance Design Consultant | Oct'24 - Present

- **Directed end-to-end design strategy for a UK-based medical imaging startup**, partnering closely with stakeholder and development team to align user needs with business goals. Streamlining complex workflows into more intuitive user experiences resulted in a **20% increase in customer conversion** within the first quarter.
- **Led the product strategy and rebranding for a D2C personalised hair growth platform**. Collaborated directly with the founder to define the roadmap to execute seamless consumer experience resulting in **15% revenue growth**.
- **Translating complex data into simplified consumer interface** ensuring a personalised experience that **improved user trust and engagement**.

Senior Lead Experience Designer

Wongdoody an Infosys company, India & UK | Feb'19 - Sep'24

- **Co-led design strategy for a global retail banking app serving 35M+ users**, overseeing a \$60M product portfolio across 37 markets. Designed a global-scale security journey that became a **top-rated banking feature**, significantly improving customer satisfaction.
- **Strategised the end-to-end redesign of a telecommunications app**, achieving a **35% increase in platform adoption** and boosting operational efficiency. The product was **nominated at the Berlin UX Design Awards**.
- **Mentored junior designers**, providing creative direction and guidance, fostering a culture of professional growth.

UI/UX Designer

Webonise Lab, India | Aug'16 - Sep'18

- **Designed a research-led product strategy** and cross-device journeys resulting in a **30% increase in user satisfaction and a 25% reduction in bounce rates**.

Senior Graphic Designer

Elle Decor, India | Feb'15-Jul'16

- **Led the design team** for a leading architecture and decor magazine and strategised the launch of a digital platform achieving a **15% increase in conversions** and expanding global reach to a digital-first audience.

Senior Graphic Designer

Noblesse, India | Jul'13-Jan'15

- **Designed and curated monthly magazines** alongside a team of designers, copywriters and editors, featuring global luxury fashion and lifestyle trends driving a **40% increase in readership engagement**.

Education

- B.Des in Communication Design, specialised in Graphic Design
Symbiosis Institute of Design, India
- Certificate - Strategic Design Program
Rhode Island School of Design
- Certificate - Behavioural Design
Hyper Island

Key Achievements

- Achieved a 15% revenue growth by optimising product strategy and rebranding for a personalised D2C hair growth platform.
- Accomplished a 20% increase in customer conversions by leading end-to-end strategy and closely collaborating with stakeholder.
- Gained recognition with the nomination at Berlin UX Design Awards for achieving a 35% adoption rate for a telecommunication app.
- Created a global impact while co-leading the design strategy for a retail banking platform and delivered a top-rated UK banking feature.

Expertise

- Product Strategy
- Cross-Platform Design
- Agile Methodologies
- Leadership & Growth
- Stakeholder Alignment
- Engineering Collaboration

Skills

- UI Design
- Prototyping
- Design Systems
- User Research & Documentation
- Usability Testing