

Ayushi Agarwal

Senior Product Designer • AI-Powered Experiences • Human Centred Design

Mobile: +91-9930171572

Email: design.ayushi@gmail.com

Website: ayushi.design

LinkedIn: [Ayushi Agarwal](#)

Open to relocation • A2 German language certification

Professional Summary

Senior Product Designer with 9+ years of experience crafting impactful user-centred digital products, translating complex challenges into compelling experiences, from generative AI interfaces to co-leading design for a global retail banking platform serving **35M+ users across 37 markets**. Proficient in **Figma** workflows across discovery, wireframing, prototyping, and design systems and in leveraging **AI tools** including ChatGPT and Claude to accelerate research synthesis and prototyping cycles. Comfortable working in agile, cross-functional teams across global markets. Known for articulating design rationale clearly to executive stakeholders through clear narrative and prototype-led presentations. Nominated at the **Berlin UX Design Awards**. Open to relocation to Germany. A2 German certified.

Core Competencies

- AI-Powered & Generative AI Experience Design
- End-to-End Figma Workflows (Discovery to Production)
- Insight-Driven & Experiment-Led Design
- Product Design at Global Scale (35M+ Users)
- Design Systems, Tokens & Component Libraries
- Accessibility & Inclusive Design (WCAG 2.1)
- Human-Centred Design · Double Diamond
- AI-Assisted Workflows
- Storytelling, Presentations & Design Advocacy
- Cross-Functional Collaboration at Global Scale
- Mentoring & Design Culture Development

Work Experience

Freelance UX & Product Design Consultant | Oct 2024 - Present

Independent Practice • UK & India • Health-tech, D2C Beauty & Wellness

- Directed end-to-end UX and interaction design in Figma** for a UK-based medical imaging startup. Mapped complex workflows into intuitive, AI-assisted interfaces, and simplifying diagnostic user journeys. Achieved a **20% increase in customer conversion** within the first quarter.
- Led product strategy, rebranding and hi-fidelity visual design** for a D2C personalised hair growth platform. Used ChatGPT-assisted synthesis to accelerate discovery and usability testing cycles, resulting in **15% revenue growth**.
- Applied WCAG 2.1 accessibility standards and behavioural design principles** to translate complex personalised data into clear, trustworthy consumer interfaces, measurably improving user trust and engagement.

Senior Lead Experience Designer | Feb 2019 - Sep 2024

Wongdoody an Infosys company • India & UK • Banking, Telecomm, Retail

- Co-led end-to-end design strategy in Figma for a global retail banking app** serving 35M+ users across 37 markets, overseeing a \$60M product portfolio. Owned the full design lifecycle: user research, journey maps, interaction models, and production-ready hi-fidelity UI. Shipped a global security journey that became the platform's top-rated banking feature, significantly improving customer satisfaction.
- Directed a full platform redesign for a telecommunications product** using Human-Centred Design, and AI-assisted ideation, achieving a 35% increase in platform adoption. Product nominated at the Berlin UX Design Awards for design excellence.
- Built and maintained a scalable design system:** component library, design tokens, and interaction patterns that unified the product design language across 37 markets, accelerated engineering handoff, and enabled consistent, high-quality UI delivery at speed.
- Communicated and advocated design decisions** to C-suite and cross-functional stakeholders through narrative-led presentations, annotated prototypes, and design rationale documentation, consistently building executive confidence in design direction.
- Mentored junior designers** through structured creative direction, design critique frameworks, and career development conversations. Fostered a psychologically safe, growth-oriented team culture.

UI/UX Designer | Aug 2016 - Sep 2018

Webonise Lab • India • Banking, Telecomm, Retail

- **Designed a research-led product strategy and cross-device interaction design in Sketch**, delivering journey maps, wireframes, interaction models, and production-ready UI specifications across health & fitness, social gaming, and technology products, resulting in a 30% increase in user satisfaction and 25% reduction in bounce rates.

Senior Graphic Designer | Feb 2015 - Jul 2016

Elle Decor • India • Interior & Architecture Design Media

- Led the design team for a leading architecture and lifestyle publication, directing the visual design and digital platform launch. Achieved a 15% increase in conversions and expanded reach to a global digital-first audience.

Senior Graphic Designer | Jul 2013 - Jan 2015

Noblesse • India • Luxury Lifestyle Publication

- Designed and curated monthly luxury fashion and lifestyle magazine issues alongside a cross-functional editorial team, driving a 40% increase in readership engagement through elevated visual storytelling and brand consistency.

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

Tools & Software

Design & Prototyping Figma • FigJam • Miro • Adobe XD • InVision • Sketch • Zeplin • Maze • Framer AI

Analytics & Research Microsoft Clarity • Hotjar • Google Analytics

AI & Emerging ChatGPT • Claude • Midjourney • Perplexity • Framer AI

Workflow Notion • Jira • Confluence

Skills

Interaction Design • UI Design • Visual Design • Prototyping (Lo-Fi to Hi-Fi) • Design Systems • Wireframing • User Flows • Journey Mapping • Usability Testing • User Research & Documentation • A/B Testing & Experimentation • CRO • Accessibility (WCAG 2.1) • Inclusive Design • Lean UX • Design Sprints • Double Diamond • Agile • Storytelling • Design Advocacy • Stakeholder Alignment • Mentoring

Languages

English (Fluent) • German (A2 certified & actively progressing)