Ayushi Agarwal

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Summary

Creative and strategic Product Designer with 8+ years of experience delivering user-centred solutions across banking, e-commerce, healthcare, telecommunications and more. Proven track record of leading end-to-end design for global platforms. Skilled in shaping product vision through research, wireframing, UI design, and stakeholder collaboration. Proficient at managing teams, and driving measurable outcomes such as increased user satisfaction, reduced bounce rates, and improved conversion.

Work Experience

Freelance Design Consultant │ Oct'24 - Present

- **Directed end-to-end design processes** for an AI e-commerce SaaS platform and a UK based private medical imaging platform, overseeing wireframes, UI and copywriting to **deliver cohesive user experiences**.
- **Collaborated with stakeholders and developers** to align business goals with user needs, **strategising research-backed solutions** that enhanced customer engagement and delivered user-focused designs efficiently.
- **Conducted in-depth user research**, analysing behavioural data and usability insights to inform design decisions and **drive measurable outcomes**.

Senior Lead Experience Designer

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

- **Co-led design and strategy** for a customer-facing banking app serving 35M+ users across 37 markets, driving a **$60M portfolio**. Delivered a global-scale profile journey, contributing to a top-rated UK banking feature and improved customer satisfaction.
- **Managed and mentored junior designers**, providing creative direction and guidance. Contributed to design systems, ensuring consistency across products and optimising efficiency across global markets.
- **Strategised and redesigned** a telecommunication app that was **nominated for UX Design Awards**, reducing customer service calls and boosting operational efficiency.

UI/UX Designer

Webonise Lab, India │ Aug'16 - Sep'18

- **Redefined product strategy through user research** and stakeholder input, designing cross-device flows and wireframes that improved UX across domains and led to a **30% boost in user satisfaction and 25% drop in bounce rates.**

Senior Graphic Designer

Elle Decor, India │ Feb'15-Jul'16

- **Led a design team** to produce a trendsetting architecture and decor magazine, and **strategised the launch of a digital app that increased conversions by 15%,** expanding global access to curated home design content.

Senior Graphic Designer

Noblesse, India │ Jul'13-Jan'15

- **Designed and curated monthly magazine issues** alongside a team of designers, copywriters, and editors, featuring global luxury fashion and lifestyle trends, driving a **15% 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

- Boosted operational efficiency and reduced customer service calls by leading the redesign of a telecommunications app, which was nominated for the UX Design Awards.
- Leading a $60M portfolio and delivering multiple global banking features.
- Mentored and led cross-functional design teams, improving design output and team cohesion across large-scale, high-impact projects.
- Enhanced UX and cross-functional collaboration led to a significant uplift in bookings within 4 months for a UK-based medical imaging startup.

Expertise

- End-to-End Product Design
- Customer-Centered Design
- Business-Oriented Design
- Cross-Platform Design (iOS/Android)
- Agile Methodologies

Skills

- UX/UI Design
- Prototyping
- Design Systems
- User Research & Usability Testing
- Design Thinking