

Ayushi Kumawat

Senior Product Designer · B2B SaaS · AI-Powered Products · Enterprise Platforms · Design Systems

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SUMMARY

Senior Product Designer with 4+ years of experience designing web and mobile products for B2B SaaS, enterprise, and AI-powered platforms — with deep focus on complex, data-dense workflows, map-based decision platforms, and AI-driven user experiences. Proven ability to lead the end-to-end design process on ambiguous, high-stakes problems, from discovery through detailed design execution and launch, driving alignment with cross-functional stakeholders at all levels. Delivers innovative, buildable solutions that translate clearly to engineers and create measurable business value. Strong track record facilitating design sessions, partnering with product managers, engineers, researchers, and data scientists. Experienced in design systems contribution, A/B testing, user research, and confident storytelling to leadership and investors. Proficient in Figma and modern prototyping methods, with a full-stack development background that strengthens design-to-engineering collaboration.

PROFESSIONAL EXPERIENCE

Senior Product Designer · GeolQ (Acquired by Lenskart) · Bengaluru May 2025 - Present
AI-powered commerce & enterprise data platforms — B2B workflow tools, map-based decision systems, AI-driven product experiences

- Led end-to-end design for three enterprise B2B platforms (RetailIQ, MarketConnect, PropIQ) — owning the full product development lifecycle from discovery and concept exploration through detailed design execution and launch, partnering closely with product managers, engineers, researchers, and data scientists to drive alignment on ambiguous, complex problems.
- Designed operational workflow tools enabling 700+ first-time enterprise users to manage live data tracking, multi-role coordination, and business growth on a B2B SaaS platform; delivered innovative, buildable solutions that created clear, measurable customer value.
- Built a deep understanding of underserved, first-time SaaS users through user research and testing methods; simplified complex operational processes into intuitive, scalable, elegant interfaces that helped enterprise users run their businesses more efficiently.
- Designed AI-powered product experiences for Lenskart B.ai: conversational flows and real-time feedback loops, leveraging AI to reduce friction and deliver +17% conversion lift, validated via A/B testing experiments and analytics tooling, on a platform serving Lenskart’s 2.5M monthly active users.
- Designed map-based analytics dashboards handling 25,000+ data points; reduced decision-making time by 4x through progressive disclosure and clear information hierarchy — demonstrating the ability to design for operational scale.
- Contributed to and extended a company-wide Figma design system (tokens, variables, components), implementing components directly and working closely with engineers to ensure consistency and scalability across multiple product teams.
- Delivered designs at all levels of fidelity — wireframes, high-fidelity mockups, interactive prototypes — thoroughly documented for engineering handoff; presented design rationale with clarity and persuasiveness to stakeholders at all levels, including senior leadership and investors.
- Facilitated design and critique sessions; collaborated proactively with cross-functional partners across product, engineering, and operations in Agile/Scrum sprints; mentored junior designers and maintained trusting team relationships.

Founding Product Designer · GeolQ · Bengaluru Sep 2023 - May 2025
First designer; built the UX practice from zero for a product-led SaaS company

- Led a design roadmap from zero across multiple enterprise SaaS and B2B-facing products — information architecture, interaction systems, responsive design, and scalable web and mobile patterns.
- Built a design system and component library from scratch in Figma; introduced research templates, critique frameworks, and review cadences, working closely with founders and engineering to deliver at high autonomy.
- Practiced sound judgment on trade-offs between business, data, and engineering requirements; translated designs directly into business and operational decisions, prioritizing and managing time across ambiguous, fast-moving problems.

UI/UX Designer · Axtria · Bengaluru Feb 2022 - Sep 2023
B2B SaaS data analytics platform for enterprise clients

- Simplified multi-step operational workflows for enterprise users through evidence-based wireframing, prototyping, and user testing methods in a fast-paced, collaborative tech environment.
- Applied accessibility and responsive web/mobile design standards across all interface designs; delivered portfolio-quality UI and UX work for enterprise clients.

Full Stack Developer · United Telecoms Limited · Bengaluru Jun 2021 - Feb 2022

- Built and maintained web applications using HTML, CSS, and JavaScript — technical foundation that enables direct, productive collaboration with engineers on design implementation today.

SKILLS

Product Design: Product Design, UX Design, UI Design, Enterprise UX, B2B SaaS Design, 0 to 1 Product Design, Complex Workflow Design, Data-Dense Interfaces, Multi-Role Platforms, Operational Tooling

AI-Powered Products: AI Product Design, AI UX, AI-Driven Product Flows, Conversational UX, Trust & Explainability Design

UX Design: User Experience Design, User Interface Design, Web and Mobile Design, Interaction Design, Information Architecture, Wireframing, High-Fidelity Prototyping, Responsive Design

Design Process: End-to-End Design Ownership, Discovery, Concept Exploration, Design Execution, Product Launch, Roadmap Leadership, Ambiguous Problem-Solving

Research & Testing: User Research, Usability Testing, A/B Testing, Design Experiments, Data-Informed Design Decisions

Design Systems: Design Systems, Component Libraries, Design Tokens, Variables, Scalable Design Patterns

Collaboration: Cross-Functional Collaboration, Stakeholder Management, Stakeholder Presentations, Design Rationale, Facilitating Design Sessions, Agile, Scrum

Tools: Figma, FigJam, Framer, Protopie, Miro, Jira, Notion, Google Analytics, Mixpanel

Technical: HTML, CSS, JavaScript — direct collaboration with engineers to build and scale designs in production environments

EDUCATION

B.Tech — Cloud Technology & Information Security Jain University, Bengaluru · Graduated 2021