



Ayushi Jain

Product Designer

A performance-driven **Product Design Specialist with 10+ years of experience** with profound expertise in conceptualizing and delivering innovative designs. Specialized in UX/UI research, integrating user insights into the design process to create highly intuitive and user-friendly products. I have collaborated with cross functional teams to establish UX UI design while working in an Agile environment for different domains, worked on digital transformation of projects and have delivered solutions successfully.

Persistence, curiosity and an obsessive attention to detail define me.

Contact

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Portfolio

<https://jainayushi.com>

Education

Sept 2023 - April 2024

Post Graduation in Digital Product Design,
Sheridan College, Oakville, Canada

Sept 2008 - June 2012

Bachelors of Engineering : 80% Aggregate
RGTU, India

Feb 2011 - March 2012

Interior Design Diploma : 83% Aggregate,
IIFT, India

Expertise

- UX Research
- User Persona
- User Journey Mapping
- Concept Sketches
- Wireframing
- Prototyping
- UX/UI Design
- Design Thinking
- Storytelling
- Strategy & vision presentations

Tools

- Figma
- Sketch
- Axure RP
- Adobe XD
- Marvel
- Invision
- Mural
- Jira/ confluence

Experience

Global Logic

Product Design Specialist (Oct 2021 - Aug 2023)

- Collaborated with the global leader in construction industry '**Hilti**' and helped them build a solution for their **asset management** system, resulting in a **25% efficiency increase and \$2.5 MN in annual cost savings**. Project included everyday interaction with stakeholders, client visits, UX research, concept sketching, wire-framing, prototyping, usability testing.
- Led research and design for the '**Orbis Cyber Sight**' project, resulting in a **30% improvement in user engagement** and a **40% increase in satisfaction scores in 2023**.
- **UX consulting** : Conducted workshops with potential GlobalLogic clients, have created **UX strategies & advisory** and successfully bought business home .

Dassault Systems

Sr UX Designer (March 2020 - Oct 2021)

- Successfully implemented the **3DS Design System**, leading to a significant **20% decrease in design production time** & a **15% improvement in design consistency** across products in 2021.
- Devised and implemented a responsive strategy to handle dynamic content.

ADP

UX Designer (June 2015 - Feb 2020)

- Designed ADP's **payroll products**, experiencing a **30% decrease in user onboarding** time through iterative design processes, **resulting in a projected \$1.5 MN annual savings** from 2018 to 2019.
- Iterated design based on business requirements, market feedback, technology constraints, and user testing analysis.

SYNTEL

UX Researcher / QA (June 2013 - May 2015)

- Carried out UX research, Persona mapping, user flows, wire-framing and prototyping for **banking and finance projects**.
- Carried out testing for Big data projects.

Certifications

Interaction Design Foundation

1. Design Better Products and Services.
2. Journey Mapping.
3. Design for AR/VR

Extra curricular

Achievements

1. Internationally recognised Artist
2. Author of 2016 bestseller novel
3. Motivational speaker
4. Design Instructor
5. Avid traveller and trekker