

JIGNESH CHAUDHARI

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Product Designer with 9+ years of experience translating complex human behaviors into actionable design insights. Skilled in AI-first design workflows, creative tools, and emerging technologies. Proven ability to ship high-impact web and application experiences by combining AI-powered design exploration, experimentation frameworks, and strong business alignment.

Core Skills:

- **AI-First Design & Delivery:** Figma AI, Adobe Firefly, Prompt Engineering, AI-assisted workflows, LLM tools (Copilot, ChatGPT, Claude, Gemini).
- **Design System:** Scalable components, Tokens, Responsive systems, Accessibility (WCAG 2.2).
- **UX/UI Design:** AI-driven Design and Research, Information Architecture, UX Research, Design Thinking, A/B Testing, Agile Methodology, High-Fidelity Prototype.
- **Design Collaboration:** Cross-functional teamwork with Product, Design, Researchers, and Engineering.

AI & Design Innovation

- Experience defining **interaction models for AI-powered features**, including intelligent **automation workflows and conversational UI patterns** for complex enterprise products.
- Leveraging AI tools (e.g., Copilot, Figma Make, LLMs) to accelerate **rapid prototyping, user research synthesis, and cross-functional design** exploration.
- Partnering with engineering and product teams to **integrate AI-driven features** into established administrative workflows, ensuring intuitive user feedback loops and brand consistency.

Work History:

Product Designer 2

INSPIRE BRANDS LLC, Hyderabad, India

July 2025 – Present

- Leading end-to-end user experience design across digital platforms, from discovery to high-fidelity delivery and engineering handoff.
- Driving **AI-first design workflows**, leveraging Figma Make, an in-house AI tool, and generative tools to rapidly explore layouts, components, and content variations.
- Partnering with product and engineering teams to **design scalable UI** systems and **reusable components**.
- Evolving and maintaining **multi-brand design systems**, ensuring visual consistency, accessibility, and scalability across diverse digital touchpoints.
- Designed **complex administrative and configuration** workflows, streamlining how enterprise users manage platform settings and user permissions.
- Conceptualized and implemented **data-dense** dashboards, transforming raw operational data into intuitive visualizations that empowered administrators to make actionable decisions.
- Influenced **technical product roadmaps** by clearly articulating complex design strategies through compelling verbal presentations and detailed written documentation, effectively aligning cross-functional leadership on user-centric solutions.

Senior UX Designer

TATA CONSULTANCY SERVICES, Hyderabad, India

July 2018 – July 2025

- Led **end-to-end qualitative research** for enterprise and consumer digital products, defining research goals, conducting interviews and usability tests, and synthesizing findings into product insights.
- Designed and executed **rapid validation cycles**, supporting agile teams with user insights that informed feature prioritization and design iterations.
- Produced **compelling storytelling artifacts**, personas, journey maps, and reports to communicate user needs and influence roadmaps.
- Architected complex information systems for enterprise portals (e.g., Standards Life, State Street), focusing on clarity and efficiency for administrative power users managing high-volume data.

- Specialized in translating dense, data-heavy datasets into simplified, accessible UI patterns, significantly improving the **usability of financial reporting and management tools**.
- Partnered with cross-functional technical teams to deliver **scalable design solutions** for high-stakes enterprise environments, ensuring alignment with both business goals and development capabilities.
- **Projects: Standards Life (Adviser, Employer, Employees portal), Teachers' Pension Portal, State Street Retirement Portal.**

Visual Designer

ELEMENTS DESIGN LAB, Hyderabad, India

May 2016 – July 2018

- Designed **interactive prototypes and visual systems** aligned with client goals and user needs.
- Strengthened storytelling through visual clarity and emotional design, creating brand-driven digital experiences.

Certification:

Certified User Experience Specialist (CUSX)

INTERACTION DESIGN FOUNDATION (IxDF)

Specialized in User Experience Design, Design Thinking, and Accessibility Testing.

Education:

Bachelor of Engineering in Computer Science and Engineering

Birla Vishvakarma Mahavidyalaya Engineering College

2011 – 2015

Declaration:

I affirm that all the information provided above is accurate, complete, and truthful to the best of my knowledge. I take full responsibility for the accuracy and completeness of the details furnished herein.

JIGNESH CHAUDHARI