



Ayushi Gupta

Enterprise Product Designer

I bring 4+ years of experience designing agent-facing workflows and large-scale platforms in mission-critical domains like healthcare and telecom. I focus on bringing clarity to complex systems and building AI-assisted workflows that improve operational efficiency, accuracy, and adoption at scale.

Work Experience

UX Designer II

Feb 2024 - Present

Carelon Global Services | Bangalore

- Lead UX strategy for consolidating 13+ healthcare systems into a unified contact center platform supporting behavioral health, pharmacy, and care management workflows.
- Define human-in-the-loop UX principles for AI-assisted agent workflows, prioritizing transparency, explainability, and safe fallback in a HIPAA-regulated environment.
- Partner with product, engineering, compliance, and operations to resolve tradeoffs between usability, regulatory constraints, and delivery timelines.
- Mentor junior designers and drive UX consistency across a fragmented platform ecosystem.
- Key highlights:
 - Reduced Average Handle Time by ~18% and shortened agent onboarding and training time through simplified workflows and improved information architecture.
 - Rolled out to 2,000+ agents, achieving 55% positive usability feedback.

Associate Senior UX Designer

Oct 2022 - Feb 2024

Vi (Vodafone Idea) | Feb 23 - Feb 24 | Bangalore

Deployed via Lollypop Design Studio

- Designed end-to-end onboarding journeys across customer and agent platforms, supporting SKYC, family plans, SIM delivery, and activation workflows.
- Doubled digital conversion for family postpaid orders (from 7 to 15 per 100) by redesigning the minimum viable onboarding flow & redistributing data collection across the fulfilment process.
- Streamlined self-service UX across billing, recharge, and account management flows.
- Worked cross-functionally to align UX decisions with backend, field, and device constraints.

Agency Projects | Oct 22 - Jan 23 | Bangalore

- Led UX audit across 14 flows of MOCI Qatar's national government investment platform, building a layered evidence framework to drive stakeholder buy-in.
- Simplified registration form by 40% through card sorting and mental model mapping.

Product Designer

Jun 2022 - Oct 2022

Cubera Tech India | Bangalore

- Designed interfaces for multi-device Wi-Fi management across varied network configurations, balancing technical complexity with consumer-friendly usability.
- Led end-to-end UX from research and usability testing through to high-fidelity design, ensuring decisions were grounded in user behaviour rather than assumptions.
- Built a design system from the ground up and partnered with developers to ensure consistent implementation across the product.
- Mentored 3 interns, providing design feedback and guiding their contributions to the product.

Industrial Designer

Jun 2019 - Dec 2021

Multiple Organisations | Bangalore & Delhi

Grounded in social impact and craft design – working with NGOs, artisans, and community stakeholders across India. Built early foundations in systems thinking, stakeholder navigation, and constraint-led design

- Designed craft and lifestyle products for GiftAble and Dastkar, navigating complex stakeholder ecosystems across artisans, NGO leadership, and commercial clients.
- Conducted capacity building for artists with disabilities, translating skill requirements into accessible, structured learning.
- Contributed to craft revival research at IIT Madras, designing within cultural, material, and community constraints.

Contact

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Portfolio

www.ayushi.work

Education

2017 - 2019

M. Des Industrial Design

Srishti Manipal Institute of Art, Design & Tech.

2013 - 2017

B. Tech Computer Science

Keshav Mahavidyalaya, Delhi University

Sept 2021 - Mar 2022

Digital Product Design Intensive

Xperian School

Specialisation

Enterprise & agent-facing workflows

Legacy system simplification

Information architecture at scale

Human-in-the-loop AI UX & AI assisted workflows

Compliance-aware design in regulated domains

Methods

User Research, Usability Testing, Heuristic

Evaluation, Card Sorting, Journey Mapping,

Information Architecture, Design Systems,

Research Synthesis, Stakeholder Facilitation,

Funnel Analysis, MVP Scoping