Ayushi Gupta

Product Designer with 4+ years of experience designing complex enterprise and agent-facing workflows in regulated domains such as healthcare and telecom. Focused on simplifying legacy systems and building AI-assisted workflows that improve operational efficiency, accuracy, and adoption at scale.

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Education

2017 - 2019

Master in Design | Industrial Design
Srishti Manipal Institute of Art, Design & Technology

2013 - 2017

B. Technology | Computer Science
Keshav Mahavidyalaya, Delhi University

Design Focus

Enterprise & agent-facing workflows
Legacy system simplification
Information architecture at scale
Human-in-the-loop AI UX
Regulated systems & compliance-aware design

Tools

Design: Figma, FigJam

AI-assisted UX: ChatGPT, NotebookLM, UXPilot, Lovable

Methods: Prototyping, Usability Testing, Design Systems, Research Synthesis

Work Experience

UX Designer | Carelon Global Services
February 2024 - Present | Bangalore

- Led UX strategy for consolidating 13+ legacy healthcare systems into a unified contact center platform supporting behavioral health, pharmacy, and care management workflows.
- Defined human-in-the-loop UX principles for AI-assisted agent workflows, prioritizing transparency, explainability, and safe fallback in a HIPAA-regulated environment.
- Reduced Average Handle Time by ~18% and shortened agent onboarding and training time through simplified workflows and improved information architecture.
- Supported rollout to 2,000+ agents, achieving 44% positive usability feedback post-launch.
- Partnered with product, engineering, compliance, and operations to resolve tradeoffs between usability, regulatory constraints, and delivery timelines.
- Mentored junior designers and drove UX consistency across fragmented legacy systems.

Associate Senior UX Designer | Vi (through Lollypop Design Studio)
January 2023 - February 2024 | Bangalore

- Designed end-to-end onboarding journeys across customer and agent platforms, supporting SKYC, family plans, SIM delivery, and activation workflows.
- Improved conversion and operational efficiency by simplifying multi-step flows, data entry, and validation logic.
- Led UX for customer self-service experiences including bill payments, recharges, and account management, as well as value-added services such as cloud gaming.
- Collaborated closely with operations and engineering teams to align UX with backend, field, and device constraints.

UX Designer | Lollypop Design Studio
October 2022 - Jul 2023 | Bangalore

Notable Clients: CAMSRep, Ministry of Commerce and Industry Qatar

Product Designer | Cubera Tech India Pvt Ltd
June 2022 - October 2022 | Bangalore

- Designed intuitive interfaces for multi-device Wi-Fi management, improving usability and satisfaction.
- Conducted research and usability testing to inform wireframes, prototypes, and high-fidelity designs.
- Built design system and collaborated with developers to ensure consistent, high-quality implementation.

Product Designer & Freelancing (Industrial Design)
Jun 2019 - May 2022 | Multiple Organisations

- Worked on industrial and digital design projects, building a strong foundation in systems thinking, user research, and end-to-end design execution.