

KAUSTUBH AMBEDKAR

Senior Product Designer | Human Factors | HCI

Designing experiences for a better working world.

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PROFESSIONAL SUMMARY

Innovative Product Designer with 4+ years of experience in user research, prototyping, and scalable, user-centric design. Designed a Co-Pilot for Enterprise platform, an AI-powered automotive chatbot for Low Code No Code platform, Enhancing efficiency and user experience. Skilled in simplifying complex workflows, aligning design with business goals, and improving usability across industries.

EDUCATION

- **Master of Design (Multidisciplinary Design)** 2019 - 2022
Indian Institute of Information Technology, Design & Manufacturing, Jabalpur
- **Bachelor's in Architecture** 2014 - 2019
Sinhgad College of Architecture, Pune

WORK EXPERIENCE

Zvolv (Pune) - Lead Designer *October 2023 – Present*

Increased efficiency by 40% by designing an **AI-powered UX Co-Pilot GPT**, reducing manual implementation by 20%.

Improved ticket resolution time by 20% by developing an **AI-powered Ticket Management System**, automating ticket categorization and boosting support efficiency by **35%**.

Enhanced user onboarding speed by 50% by redesigning onboarding workflows with **automated data capture**.

Optimized workflow efficiency by 30% by designing **data-driven dashboards** for a leading hospitality brand while ensuring **regulatory compliance**

Incedo (Pune) - Sr. User Experience Designer *November 2022 – June 2023*

Designed Government Direct Tax portal, simplifying conventional tax filing and improving ease of use by 40% for stakeholders

Optimized design-to-development cycles for same by collaborating with **researchers, developers, and stakeholders**

Increased task completion rates by 30% by conducting **A/B testing and usability studies** on happy flows for Tax Portal.

EY (Pune) - Sr. User Experience Designer *September 2021 – November 2022*

Enhanced student engagement by 40% by designing **Campus Power – a one-stop student ecosystem for ICICI Bank**.

Led user research & design thinking methodologies, contributing to **Campus Power's success as a market leader in Fintech**.

KEY PROJECTS

Zai - The future of Enterprise AI Solutions

Designed the platform Co-Pilot GPT with AI-driven recommendations, Increasing the platform efficiency and User Experience by 40% and reducing manual application Implementation rate by 20%.

Campus Power – For ICICI Bank

Unified Student Ecosystem: Designed a one-stop platform catering to students, parents, and institutes, enhancing user engagement

SKILLS & TOOLS

User Research & Strategy:	Process & Optimization:	Design & Prototyping:	Collaboration & Tools:
<ul style="list-style-type: none">▪ UX Research▪ Usability Testing▪ User Survey▪ User Interviews▪ Heuristic Evaluation▪ A/B Testing▪ Accessibility (WCAG)	<ul style="list-style-type: none">▪ Workshop Facilitation▪ Scalable Systems▪ Lean UX and Agile UX▪ Sprint Planning▪ Roadmap Prioritization▪ Stakeholder Alignment	<ul style="list-style-type: none">▪ Wireframing▪ High-Fidelity Prototyping▪ Micro interactions▪ Design Systems▪ AI & GenAI in UX▪ Conversational UI▪ Information Architecture	<ul style="list-style-type: none">▪ Figma and FigJam▪ Adobe XD▪ Jira▪ Confluence▪ ChatGPT▪ MidJourney▪ Uizard

CERTIFICATIONS

- **Generative AI Fundamentals** – Google Cloud (2023)
- **AI in Fintech Essential Training** – LinkedIn Learning (2023)
- **Career Essentials in Generative AI** – Microsoft & LinkedIn (2023)
- **Prompt Engineering** – OpenAI (2023)
- **UX Research: Journey Mapping** – LinkedIn Learning (2023)
- **UX Deep Dive: Analyzing Data** – LinkedIn Learning (2023)