

ASHISH SRIVASTAVA

PRINCIPAL PRODUCT DESIGNER

Product Design | Design Systems Architecture | Service Design | AI-Augmented Design

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PROFESSIONAL SUMMARY

Principal Product Designer with 13+ years architecting product and service experiences across FinTech, banking, insurance, and enterprise SaaS. At Bajaj Finserv, I personally architected and shipped DesignMate, an AI-powered design governance tool used by 100+ designers and business stakeholders to generate design layouts and content and surface real-time design feedback, alongside building and scaling an enterprise design system across 6+ product portfolios. Track record includes a 67% turnaround-time reduction, error-rate improvement from 45% to 15%, 85%+ task success, and platforms serving 100K+ users. I partner directly with product and engineering as a hands-on designer and systems architect.

CORE SKILLS

Product Design & Craft: Product design, interaction design, high-fidelity UI craft, prototyping, end-to-end design ownership, visual design systems

Design Systems & Architecture: Enterprise design systems, component strategy, pattern governance, documentation, design quality standards

Design Thinking & Research: Design Thinking facilitation, discovery workshops, stakeholder alignment sessions, qualitative and quantitative research, journey mapping, usability testing, heuristic evaluation

AI-Augmented & Generative Design: AI-assisted design workflows, generative design tooling, design-review automation, human-in-the-loop experiences, responsible AI, WCAG compliance

Service and Product Strategy: Service architecture, systems thinking, journey-to-roadmap translation, prioritization

Tools: Figma, FigJam, Figma Dev Mode, ZeroHeight, Jira, Confluence, AI-assisted design and research tools

PROFESSIONAL EXPERIENCE

Design Head - Horizontals, Insurance & Strategy Products | Jul 2024 - Present

Bajaj Finserv | Pune, India

- Architected and shipped DesignMate, an AI-powered design governance tool adopted by 100+ designers and business stakeholders — generating design layouts and content suggestions while surfacing real-time design and accessibility feedback during the design process.
- Personally designed and scaled an enterprise design system across 6+ product portfolios, building component libraries, pattern documentation, and reusable patterns adopted across teams.
- Built a Design Reviewer & Validator agent and a WCAG Accessibility Compliance plugin within the Nova programme, automating design-system adherence and accessibility checks before implementation.
- Designed roadmap-defining product and service flows for the ONDC marketplace platform and Health Insurance modernization, partnering directly with Product, Engineering, and QA.
- Facilitated Design Thinking workshops and discovery sessions to translate business priorities into product design direction across Insurance, Lending, and Digital Services.
- Reviewed and coached design work within critique sessions, raising craft quality and design-system consistency across the team.

Senior Design Strategist | Aug 2022 - Jul 2024

LTIMindtree | India

- Designed the end-to-end service and interface architecture for a P&C insurance brokerage claims platform serving 1,500+ frontstage professionals, reframing the challenge as service architecture rather than an interface redesign.
- Reduced the end-to-end claims journey from 14 to 8 steps, compressed contact updates from 3 days to 30 seconds, and achieved 85%+ task success by personally redesigning backstage workflows.

- Built shared components, interaction patterns, and documentation standards adopted by the client's internal design and product teams.
- Designed service blueprints, multi-actor journey maps, and stakeholder matrices that directly informed product roadmap decisions.
- Contributed design solutioning and estimation to RFP responses and client presentations for service transformation engagements.
- Facilitated Design Thinking workshops and discovery sessions with brokers, adjusters, and insurer stakeholders to co-create the claims service redesign.

Design Manager | Nov 2021 - Aug 2022

Ernst & Young (EY) | India

- Designed experience strategy artifacts — journey maps, service blueprints, and design-system foundations — for BFSI and enterprise SaaS clients to align product, operations, and technology roadmaps.
- Ran qualitative and quantitative research programmes, synthesized findings into design recommendations for senior stakeholders.
- Facilitated Design Thinking workshops and stakeholder alignment sessions with client teams to shape experience transformation strategy.

PROFESSIONAL EXPERIENCE (CONTINUED)

Senior Design Analyst | Feb 2021 - Sep 2021

Accenture | India

- Designed enterprise experience flows for banking engagements, contributing to design-system implementation and cross-functional coordination between Product and Engineering.

Product Designer | Jun 2018 - Feb 2021

Genpact | India

- Designed the UX and interaction model for an invoice-processing platform used by 100K+ users across 30+ Fortune 500 accounts, treating process and policy as product-design surfaces.
- Reduced turnaround time by 67% and cut error rates from 45% to 15%, partnered with Engineering to build a shared component library.
- Mapped cross-role tasks and designed systems-level solutions, expanding the work from interface design into product strategy and design systems.

UX Designer | Dec 2016 - Jun 2018

Network People Services Technologies (NPST) | India

- Designed payments and banking experiences end to end, from research and information architecture through visual design and developer handoff.

UI/UX Designer | Jul 2013 - Dec 2016

Mista Bazaar | India

- Designed digital-commerce and marketplace interfaces, building foundational craft experience in visual and interaction design.

EDUCATION

Bachelor of Technology, Information Technology | 2008 - 2012

Uttar Pradesh Technical University

CERTIFICATIONS

- Service Design Thinking - Human Factors International (HFI)
- Certified Usability Analyst (CUA) - Human Factors International (HFI)
- Google UX Design Professional Certificate