

# ASUTOSH KHAMARI

## Product Designer | UI/UX Designer

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### PROFESSIONAL SUMMARY

Product Designer with **2 years and 8 months** of experience specializing in end-to-end design for complex enterprise SaaS and emerging technology ecosystems. Proven track record of translating ambiguous user needs and high-scale data requirements into intuitive, accessible digital experiences. Expert in Human-Centered Design (HCD) and systems thinking, with a focus on reducing user friction in data-intensive environments.

### PROFESSIONAL EXPERIENCE

#### Office Solution AI Labs (Microsoft Partner)

Jul 2024 - Present

Product Designer (UI/UX)

Bengaluru, India

- **Decision Pulse AI:** Pioneered the end-to-end design of a Strategic Intelligence platform for CXOs. Integrated complex analytical frameworks into streamlined dashboards, reducing executive decision-making time by 35%.
- **GEN Flow:** Spearheaded UX strategy for a high-scale data integration tool. Simplified complex ETL automation workflows, resulting in a 25% reduction in technical setup time for enterprise engineering teams.
- **Pulse QA:** Architected a comprehensive Test Automation interface designed for high-frequency performance tracking. Initiated error-detection systems that **boosted** diagnostic accuracy by 20%.
- **Pulse Convert:** Engineered the design of a legacy-to-modern migration tool, ensuring total visual and logic parity for users transitioning between major enterprise platforms.
- Unified cross-functional partners (PMs, Engineering) to build a robust, WCAG-compliant Design System, increasing team velocity by 15% and ensuring UI consistency across the product portfolio.

#### The PDF Bee

Sep 2023 - Jun 2024

Junior UX Designer

Remote

- Executed foundational user research and usability audits for Fintech platforms, leveraging data-driven insights to **refine** user flows and **boost** task completion rates by 15%.
- Constructed high-fidelity prototypes and detailed design specifications in Figma, reducing development cycles by 20% through clear hand-offs and collaborative design reviews.
- **Formalized** comprehensive user journey maps and personas to align product features with diverse user goals, resulting in a 10% reduction in user drop-off rates.

#### Blenny

Jun 2023 - Aug 2023

Graphic Designer

Remote

- **Produced** high-impact visual assets and brand identities for e-commerce and financial services, scaling design consistency across 50+ digital campaigns.
- **Augmented** visual design standards across multi-channel digital assets, boosting user engagement by 12% through cohesive brand storytelling.

### DESIGN & STRATEGY

**Product Design:** End-to-End Design, Wireframing, Rapid Prototyping, Design Systems, Systems Thinking

**UX Research:** Usability Testing, User Interviews, Journey Mapping, A/B Testing, Competitive Audits

**Tools:** Figma (Advanced), Adobe Creative Suite, FigJam, Axure, Information Architecture

**Emerging Tech:** Prompt Engineering for UX, AI-driven Workflow Design, Accessible Data Visualization

## EDUCATION & CERTIFICATIONS

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### **BSc in Graphics and Animation**

*Jun 2018 – May 2021*

iLEAD Institute, Kolkata | (Note: Completed all semesters; graduation certificate was not obtained due to fee constraints during COVID-19 lockdown.)

### **Higher Secondary (Physics, Chemistry, Mathematics)**

*Mar 2016 – May 2018*

KIIT Science College, Bhubaneswar | Foundation in Analytical Problem Solving

### **Google UX Design Specialization | Coursera Professional Certificate**

*2024*

Professional certification focused on the complete UX design process, research, and inclusive design.

[View Certificate: coursera.org/verification/5BVAP2RVADSV](https://coursera.org/verification/5BVAP2RVADSV)