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Product Designer with 10+ years of experience defining product strategy, leading enterprise UX, and influencing cross-functional decision-making across SaaS, FinTech, and AI-powered platforms. Experienced in shaping product vision, mentoring designers, and partnering with executive leadership to deliver scalable customer experiences that drive business and platform outcomes.

AREAS OF EXPERTISE

Strategy & Leadership
UX Strategy • Product Strategy • Platform Strategy • Product Discovery • Systems Thinking • Executive Stakeholder Management • Cross-functional Leadership • Strategic Planning • Mentoring • Design Critiques • Decision Frameworks

Enterprise Product Design
Enterprise UX • Payments • Workflow Optimisation • Information Architecture • Design Systems • Service Blueprinting • Customer Journey Mapping • Design Governance • Agentic Payments

Research & Delivery
Customer Discovery • Behavioural Research • Usability Testing • Experimentation • AI-assisted Design • Accessibility • Agile • Figma

PROFESSIONAL EXPERIENCE

Lead Product Designer - HubSpotLondon, UK
August 2023 - Present

- Design DRI, payments & billing platform
- Led the end-to-end redesign of HubSpot’s enterprise billing and payments experience to eliminate fragmented customer journeys and platform inconsistencies. Partnered with Product, Engineering, Legal, Finance, and Operations to define a scalable payments strategy, resulting in a 53% reduction in customer friction and a 22% reduction in monthly operational costs.
 - Owned UX strategy and product discovery for complex payment workflows by leading customer research, behavioural analysis, service blueprinting, and usability testing. Synthesised insights into roadmap priorities that increased quarterly strategic initiative delivery by 20%, reduced delivery risk, and accelerated product validation by 80%.
 - Established reusable interaction patterns and scalable design standards across the payments platform, improving design consistency, reducing duplicated design effort, and enabling faster feature delivery across multiple product squads.
 - Led cross-functional alignment across Product, Engineering, Design, Legal, and Operations, resolving delivery dependencies and ensuring successful execution of strategic payment initiatives while maintaining roadmap commitments.
 - Strengthened design maturity across five product teams by leading design critiques, mentoring designers, and establishing consistent design review practices. Integrated AI-assisted workflows into research, synthesis, ideation, and prototyping, reducing discovery time by 20% while improving design quality and accelerating concept generation.
 - Influenced VP and executive stakeholders through strategic storytelling, customer insights, prototypes, and business cases, securing alignment on platform investments and long-term payments strategy while driving organisation-wide adoption of customer-centric design decisions.

Product Designer (AVP) - Citi BankPune, India
December 2019 - February 2023

- Led UX strategy and end-to-end product design for enterprise transaction banking platforms, modernising payment experiences while supporting long-term platform evolution across complex financial ecosystems.
- Defined scalable payment journeys by balancing customer needs, regulatory requirements, operational constraints, and technical architecture to improve usability and platform resilience.
- Influenced product strategy through customer research, journey mapping, usability testing, and cross-functional collaboration, enabling evidence-based product decisions across Product, Engineering, Business, and Operations.
- Simplified enterprise payment workflows through systems thinking and service design, improving transparency, operational efficiency, and customer confidence across critical financial experiences.
- Strengthened design governance by evolving reusable interaction patterns and improving consistency between design and engineering implementation across enterprise products.
- Planned platform capabilities with a long-term strategic perspective, ensuring product investments aligned with evolving customer needs, business priorities, and scalable architecture.
- Influenced executive and cross-functional decision-making through workshops, design reviews, and strategic product presentations that aligned distributed teams around shared priorities.

UX Designer - InfosysPune, India
July 2018 - November 2019

- Led discovery and experience design across enterprise mobility, retail, AI, and FinTech initiatives, combining customer research, systems thinking, and service design to shape product direction.
- Facilitated stakeholder workshops, customer interviews, usability studies, and opportunity mapping to define product strategy and improve user experiences.
- Redesigned enterprise workflows and internal platforms, simplifying operational complexity and improving usability across business-critical applications.
- Collaborated with multidisciplinary teams to explore AI-powered customer experiences and emerging product opportunities.

EARLIER EXPERIENCE

UI/UX Designer (Student Intern) -Whyness WorldwideMumbai, India
January 2018 - April 2019

UI & Visual Designer -FreelancingRemote
May 2015 - May 2016

UI Designer - ARay System Pvt. LimitedAhemdabad, India
June 2014 - April 2015

Built a strong foundation in interaction design, visual design, front-end collaboration, and user-centred design through agency, freelance, and product engagements across multiple industries.

EDUCATION

AI-Powered Product Innovation Certificate - StanfordLondon, United Kingdom
March 2026 - April 2026

Master’s in Graphic Design - MIT Institute of DesignPune, India
July 2016 - May 2018

Bachelor’s in Computer Science & Technology - Sir Padampat Singhania UniversityUdaipur, India
July 2010 - May 2014