

# ANJALI SRIVASTAVA

Senior Product Designer | UI/UX Designer | AI Product Design

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## PROFESSIONAL SUMMARY

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Senior Product Designer with 5+ years of experience designing AI-powered B2B SaaS products, enterprise applications, and consumer platforms. Specialized in conversational AI, contact center (CCaaS) products, agent assist tools, and human-AI interaction design. Proven track record of scaling products 5x through data-driven design, leading design system development, and shipping 0-to-1 products that lift CX scores by 14% and NPS by 18%. Expert in Figma, design systems, user research, usability testing, prototyping, and accessibility (WCAG). Experienced designing multilingual interfaces in Hindi, English, Arabic, and regional Indian languages for BFSI, SaaS, and consumer audiences.

## CORE COMPETENCIES

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**Product Design:** Product Design, UI/UX Design, Interaction Design, Visual Design, Product Strategy, Product Thinking, Systems Thinking, 0-to-1 Product Design, Feature Design, Product Redesign

**AI Product Design:** AI Product Design, Human-AI Interaction, Agentic UX, Generative AI, Prompt Design, AI Workflows, AI Evaluation, Hallucination Mitigation, Human-in-the-Loop Design, Conversational AI, Conversational UX, Voice UI, Chatbot Design

**UX Research & Testing:** User Research, Usability Testing, User Interviews, Heuristic Evaluation, Customer Journey Mapping, Persona Development, Information Architecture, A/B Testing, Funnel Analysis, Data-Driven Design

**Design Systems:** Design Systems, Component Libraries, Design Tokens, Style Guides, Storybook, Cross-Platform Consistency, Accessibility (WCAG), Inclusive Design, Multilingual Interface Design, Responsive Web Design, Mobile UX

**Tools:** Figma, Adobe XD, Sketch, Storybook, Miro, FigJam, Notion, Jira, Confluence, Amplitude, Mixpanel, WordPress, HTML, CSS, Cursor, Claude, ChatGPT, Gemini, V0, N8N

**Methods & Collaboration:** Design Thinking, Lean UX, Agile, Scrum, Cross-Functional Collaboration, Stakeholder Management, Design Handoff, Experimentation, A/B Testing, Workshop Facilitation

**Domains:** B2B SaaS, Enterprise SaaS, CCaaS (Contact Center as a Service), Conversational AI, Agent Assist, BFSI, FinTech, EdTech, Consumer Apps

## PROFESSIONAL EXPERIENCE

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**Senior Product Designer (UI/UX Designer) — Exotel** Bengaluru, India | Jan 2024 – Present

*Products: Omni-Channel Agent Workspace, Voicebot, AI Assist (Agent Copilot)*

- Designed enterprise agent workspace combining voice and chat interfaces for B2B SaaS contact center customers including Razorpay, Ather, Slice, and Redbus, contributing to a 14% lift in CX score and 18% improvement in NPS.
- Led 0-to-1 product design for AI Assist (Agent Copilot), an AI-powered agent assist tool with clear visual hierarchy, reduced cognitive load, and a human-in-the-loop feedback system that improved AI output quality and reduced hallucinations.
- Scaled Voicebot product 5x — from 77 to 416 monthly active users in 2 months — through Amplitude funnel analysis, journey redesign, and onboarding flow optimization.
- Scaled the Signal Design System (Figma, Storybook, GitHub) with focus on accessibility (WCAG), component consistency, design tokens, and faster engineering handoff across multiple product teams.
- Created 100+ wireframes, interactive prototypes, and high-fidelity designs across web and mobile interfaces in Figma; conducted user research, user interviews, and usability testing to validate flows and improve navigation.
- Collaborated with Product Managers, Engineering, and Data Science teams in an Agile environment to ship features, drive design reviews, and align on roadmap priorities.

**UI/UX Designer — Cogno AI (acquired by Exotel, Jan 2024)** Bengaluru, India | Aug 2021 – Dec 2023

*Products: Chatbot, Campaign Management, LiveChat for BFSI clients*

- Designed multilingual conversational UX in Hindi, English, Arabic, and regional Indian languages for large BFSI enterprise clients across chatbot and WhatsApp Business journeys, serving users across diverse literacy and language backgrounds.
- Conducted usability testing on multilingual flows; refined intent handling, fallback scenarios, and error states to improve task completion rates and reduce drop-offs across conversational journeys.

- Created reusable conversation design patterns, wireframes, and component libraries adopted across multiple enterprise client deployments, accelerating delivery and ensuring brand consistency.
- Partnered with Product Managers and Conversational AI engineers to define intent taxonomies, design bot personas, and improve NLU accuracy through iterative design.

#### **UI/UX Designer — KloudOne (KloudLearn App and Website) Jan 2021 – Jul 2021**

- Designed KloudLearn mobile app end-to-end (0-to-1), including wireframes, user flows, and high-fidelity screens; improved user engagement by 30% through user journey analysis and navigation redesign.
- Built responsive marketing websites using Figma and WordPress; implemented company-wide style guide and visual design system to ensure consistency across product and brand touchpoints.

#### **UI/UX Design Intern — ShareChat (Moj App) Oct 2020 – Dec 2020**

- Contributed to Moj App during early launch; designed wireframes, user flows, and UI screens for core consumer journeys serving regional language audiences across India.
- Contributed components to the design system used across feature teams; participated in user research sessions and design critiques.

### **EDUCATION**

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#### **Visual Design and User Experience (HCI) — IIT Hyderabad**

#### **Bachelor of Engineering, Computer Science Engineering — RGPV Bhopal**

### **CERTIFICATIONS**

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- Interaction Design Foundation — Become a UX Designer from Scratch
- Interaction Design Foundation — Mobile User Experience (UX) Design
- Interaction Design Foundation — How to Create Tables Users Love
- Interaction Design Foundation — AI for Designers (in progress)
- Google — Foundations of User Experience Design
- NextLeap — Applied Generative AI Bootcamp

### **KEY ACHIEVEMENTS**

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- Scaled Voicebot product 5x in monthly active users in 2 months through data-driven journey redesign.
- Delivered 14% lift in CX score and 18% NPS improvement across enterprise CCaaS deployments.
- Shipped 0-to-1 AI Assist (Agent Copilot) product with human-in-the-loop feedback system for AI output quality.
- Scaled enterprise Design System (Signal) adopted across multiple product teams.