

SHRADHA K

Product Design Lead – AI-Enabled Experiences · Design Systems · UX Strategy & Transformation

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Portfolio: www.thinkinglines.com | Dubai, UAE

SUMMARY

Design Lead with 9+ years of experience driving digital products across consumer and enterprise platforms. Specialized in transforming complex workflows into scalable, intuitive experiences through UX strategy, systems thinking, data-informed decision-making, and emerging AI capabilities. Experienced in leading end-to-end product design from discovery to execution — partnering with Product, Engineering, Data, Research, and Business teams to deliver measurable outcomes across Generative AI, Conversational AI, design systems, and large-scale digital transformation.

EXPERIENCE

Senior Product Design Consultant – AI & Digital Products

divineRoutes

01/2026 – Present

Dubai

- Partnered with clients on AI-enabled product initiatives across design systems, conversational AI, fintech, and commerce domains.
- **Fintech AI.** Finio Product Studio – Designed AI-native financial OS for SMEs (Verify, Personal, Ops) with dark-first design system, 1,400+ tokens, and reusable component architecture.
- **AI Research.** LexiAI – Designed governed AI research workspace for legal teams: grounded retrieval, confidence scoring, source attribution, guardrails, and audit trails. 73% faster research, 94% trust rating.
- **Design Systems.** Revamped design systems through tokenization (Primitive → Semantic → Component), component standardization, and reusable AI components.
- **Commerce AI.** Explored AI-powered commerce search with conversational intent recognition, recommendations, and assisted product discovery.

Design Lead

Target

03/2024 – 01/2026

USA, Bangalore

- Led end-to-end product design initiatives across large-scale consumer and enterprise ecosystems, driving seamless omnichannel experiences across web and mobile platforms.
- Defined and optimized customer journeys across onboarding, checkout, memberships, personalization, preferences, and account management workflows.
- Partnered closely with Product Managers, Engineering, Research, Data, and Business stakeholders to align UX strategy with customer and business goals.
- Improved customer **NPS by 46%** and increased **conversions by 25%** through journey optimization, friction reduction, and data-informed UX enhancements.
- Designed AI-powered search experiences and generative workflow integrations that improved operational efficiency and **accelerated design execution by 65%**.
- Led discovery workshops, design critiques, stakeholder reviews, usability studies, and iterative validation processes to improve product direction and execution quality.

Senior UX Designer

Walmart

05/2021 – 03/2024

USA, Bangalore

- Led UX transformation initiatives across retail operations, customer platforms, dashboards, CMS systems, and operational workflows.
- Simplified complex workflows and improved usability across post-purchase journeys, operational tools, and internal platforms.
- Increased product adoption by **62%**, reduced bounce rates by **35%**, and improved renewals by **20%** through customer-centric design improvements.
- Conducted user research, workflow analysis, usability testing, and customer interviews to identify friction points and improve engagement.
- Collaborated cross-functionally with Product, Engineering, Accessibility, and Business teams to deliver scalable and inclusive experiences.

Senior UX Designer

HP

03/2020 – 05/2021
Spain, USA, Bangalore

- Led experience design for digital print workflows integrating touch and voice interactions across multi-device ecosystems.

Product Designer → UX/UI Designer

Rolls-Royce • Tech Mahindra

02/2017 – 03/2020
UK, USA, Bangalore

- Led UX modernization for enterprise monitoring platforms (Rolls-Royce). Delivered UX solutions across enterprise and consumer web/mobile products (Tech Mahindra). Facilitated workshops and digital transformation initiatives.

SKILLS

End-to-End Product Execution • UX Strategy & Product Thinking • Generative AI & Conversational AI
Design Systems & Tokenization • AI-Assisted Research & Workflows • Cross-Functional Collaboration
Customer Journey Optimization • Research & User Testing • Data-Informed UX Improvements
Workshops & Executive Presentations • Fintech & Compliance UX • Prompt Engineering & AI Prototyping

TOOLS

Figma • Figma Make • Figma MCP • Tokens Studio • Cursor • Claude • Claude Code
ChatGPT • Stitch • Lovable • Framer • Notion • Confluence • Miro • Jira

EDUCATION

Master of Design (M.Des)

University of New South Wales

Sydney, Australia

Bachelor of Engineering (B.E.)

Rajeev Gandhi University

India

CERTIFICATIONS

Design Patterns for AI Products (Maven) • Advanced Design System (UI Collective) • Design Tokens Mastery
Generative AI for Designers (Growth School) • Microsoft AI Product Manager • Google UX Professional Certificate

AWARDS

- Walmart Award – Best Project with Accessibility Inclusion