

Arushi Kumar

Product Designer, San Francisco, CA 94109

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WORK EXPERIENCE

Inventive AI - Mountain View, California

Product Designer

Apr 2024 – Jun 2025

- Led end-to-end design of a generative AI product that automates the RFP process using LLMs and RAG, helping users draft high-quality answers, leading to a 50% higher win rate.
- Designed scalable, AI-assisted experiences for refining responses and ingesting documents via integrations like Google Drive, Notion, and Confluence, decreasing response generation time by 90%, and saving teams 60+ hours per project.
- Defined UX strategy and led end-to-end user research and testing to uncover key pain points, shaping product decisions that improved usability and drove adoption.
- Facilitated design thinking workshops and established foundational processes to strengthen collaboration between Product, Engineering, and Sales, enabling faster delivery of thoughtful, user-centered features.

Airdev - San Francisco, California

UX Designer

Dec 2023 – Mar 2024

- Designed end-to-end user experiences for 10+ products across web and mobile platforms in domains such as B2B, B2C, finance, and e-commerce.
- Collaborated with client, product, and engineering, executed rapid prototyping and iterative testing cycles to ensure seamless integration of user flows, UI elements, and interactions.

Enso Village - Remote, California

Product Designer (Social Impact Partner)

Mar 2023 – Aug 2023

- Conceptualized and implemented a deconstructed library system user experience from 0 to 1, catering to a demographic of 700+ senior citizens.
- Engineered a knowledge-sharing platform with multiple touchpoints- a digital app, analog accessories, and physical shelves. Led usability testing with multiple personas to tailor the experience for people with different technical proficiencies.
- Facilitated a cross-functional initiative to deploy the library system within Enso Village, working closely with a team of 15 people from the Enso team, residents, and engineering, ensuring a seamless integration.

upGrad - Mumbai, India

Senior Product Designer

Apr 2021 – Apr 2022

- Spearheaded the development of a novel CRM platform for scheduling and managing events and sessions for students, benefitting over 600 experts, boosting cohort engagement by 40%, and increasing feedback form completion rate by 29% (from 73% to 94%).
- Overhauled the 'Grading' portal to automate the process of course evaluation across all cohorts, reducing grading time by 60%.
- Established a comprehensive design system for enterprise products, providing a centralized framework for maintaining design consistency.
- Led the end-to-end design life-cycle for the Core pod, from user research, strategy, to prototyping and usability testing.

Product Designer

Mar 2019 – Mar 2021

- Launched 'Learn' portal, empowering over 500,000 students nationwide. This comprehensive platform offered seamless course management, goal gamification, KPI tracking, peer discussions, and leaderboards, catalyzing a notable 19% enhancement in Net Promoter Score.
- Pioneered the Careers platform, comprising a Job Portal, Career Evaluation, and Events hub, achieving 83% student adoption in its first year.
- Collaborated with 50+ product managers, business teams, data analysts, and developers to conduct in-depth research, analyze findings, facilitate design reviews, and ensure adherence to constraints, resulting in the successful delivery of high-quality builds.

EDUCATION

California College of the Arts, San Francisco

Master's in Interaction Design

IIIT Delhi, India

Bachelor's of Technology in Computer Science

SKILLS

Design: UX Design, User research, Design system, Product strategy, Wireframing, Customer journey map, Data visualization, Enterprise design, Ideation, Information architecture, Interaction design, Mobile design, Motion design, Product design, Rapid prototyping, Service design, Systems thinking, Usability testing, A/B testing, UI design, Visual design, Accessible design

Tools: Figma, Proto.io, Adobe creative suite, Photoshop, Illustrator, CSS, HTML, Jira, JS, Keynote, Microsoft office suite, Miro, Origami studio, Processing, P5.js, Slack, Zeplin, Google suite, Principle, Framer, ProtoPie, Lottie, ChatGPT, Perplexity, V0, Cursor, Midjourney

Professional: Design thinking, Storytelling, Problem solving, Agile, Mentorship, Facilitation, Co-creation, Cross-Functional Collaboration