

VAIBHAV KAUSHAL

Experience Design Lead | AI-First Designer | Rapid PoC & Speed-to-Market | Design Systems

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PROFESSIONAL SUMMARY

AI-first Experience Design Lead with nearly 11 years of experience crafting cohesive, end-to-end user experiences by connecting business operations, technology, and people. Built for speed to market: working proof-of-concepts in hours, not weeks — using AI-assisted workflows to compress the distance between idea and testable product. Design philosophy: create fast, test, fail, reiterate — every failure surfaces earlier, every insight lands sooner. Trained Claude AI on enterprise design systems to generate production-aligned, working design concepts, and shipped a working AI accessibility prototype (ARIA-Lens) from concept to leadership pitch.

CORE SKILLS

- **Experience Design:** Service Blueprinting, Customer Journey Mapping, End-to-End Experience Strategy
- **AI-Assisted Design:** Training Claude AI on design systems, prompt engineering for design workflows, generating working design concepts aligned to design system standards, AI-augmented prototyping
- **Rapid PoC and Speed to Market:** Working proof-of-concepts built and validated in hours using AI-accelerated workflows; create fast, test, fail, reiterate
- **Design Systems:** Component libraries, design tokens, governance, design-to-development handoff
- **User Research and Insights:** Qualitative and Quantitative Research, User Needs Analysis, Usability Testing
- **Design Strategy:** Systems Thinking, Cross-Functional Partnership, Business Goal Alignment
- **Prototyping and Validation:** Concept Prototyping, Wireframing, Iterative Testing
- **Facilitation and Collaboration:** Workshop Facilitation, Stakeholder Management, Agile Methodologies
- **Technical Proficiencies:** Figma, Figma Make, Claude AI, Adobe Creative Cloud, Blender, Unity 3D, JIRA

WORK EXPERIENCE

UX Design Specialist (Team Lead) | Accenture, Pune | Jan 2022 - Present

- **Award-Winning Product Design:** Core designer on the 360 Value Navigator application with Accenture Global IT & Song — winner of the iF Design Award 2026 (User Interface / Digital Media Interfaces).
- **AI-Assisted Design Workflows:** Trained Claude AI on the studio's enterprise design system, enabling the generation of design-system-compliant outputs and reducing concept-to-prototype turnaround for the team.
- **AI-Generated Design Concepts:** Created working, interactive design concepts using Claude AI following established design system guidelines, accelerating stakeholder validation and developer handoff.
- **Rapid Proof-of-Concept Delivery:** Conceived and built ARIA-Lens, a working AI accessibility prototype that adapts enterprise dashboards to individual users — taken from concept to functional React PoC and leadership pitch, demonstrating a create-fast, test, fail, reiterate approach to product innovation.
- **End-to-End Experience Design:** Designed and orchestrated complete user experiences, integrating customer-facing (front-stage) and internal operational processes (back-stage) to ensure seamless delivery.
- **User Research and Insights:** Led in-depth user research to understand user needs, difficulties, and behaviors; translated qualitative and quantitative data into actionable insights that informed product and service design.
- **Service Blueprinting and Journey Mapping:** Built detailed service blueprints and customer journey maps to visualize all touchpoints and interactions, identifying opportunities to create a cohesive user journey.
- **Cross-Functional Partnership:** Worked closely with product managers, developers, and business partners to ensure product and service improvements were aligned with business goals, technically feasible, and successfully implemented.
- **Facilitation:** Facilitated and led workshops with cross-functional partners to build a shared understanding of the problem space, define user personas, and align on the end-to-end user journey.
- **Prototyping and Testing:** Developed and tested design concepts and prototypes to validate ideas and ensure the final design was practical, effective, and user-centered.

Senior UI/UX Designer | LTIMindtree, Pune | Jun 2019 - Jan 2022

- Translated user research findings into practical design improvements, enhancing product usability and the overall user experience.

- Created detailed wireframes and interactive prototypes to visualize and communicate design concepts and user flows, facilitating stakeholder alignment and buy-in.
- Led design efforts on large-scale government projects, applying strategic planning to ensure timely delivery aligned with project scope.
- Collaborated with development teams to ensure design specifications were implemented accurately, bridging design vision and technical execution.
- Conducted iterative usability testing to evaluate design effectiveness, using feedback to optimize the user experience across multiple digital platforms.

UI/UX Designer | Contentstack, Mumbai | *May 2017 - Jun 2019*

- Crafted detailed wireframes and prototypes that acted as blueprints for development, ensuring clarity in the execution of the user experience.
- Conducted user testing and analysis to gather insights on product features, iterating on designs to enhance usability and align with user needs.
- Collaborated with cross-functional teams to ensure design solutions were feasible and aligned with technical capabilities and constraints.

Graphics Designer | Freelance, New Delhi | *Apr 2016 - Mar 2017*

- Delivered creative design solutions across a variety of projects, collaborating closely with clients to understand their vision and requirements.
- Established a strong foundation in UI/UX principles, integrating these concepts into graphic design projects to enhance user experience.

Technical Consultant | WIPRO, New Delhi | *Oct 2016 - Jan 2017*

- Supported setup, maintenance, and proactive monitoring of Microsoft Exchange servers, ensuring optimal performance and minimizing downtime.

Customer Engineer | NCR Corporation, New Delhi | *Jul 2014 - Mar 2016*

- Supported the maintenance and operation of ATMs and self-service kiosks, ensuring high product reliability and customer satisfaction.

AWARDS

- **iF Design Award 2026 Winner** — 360 Value Navigator Application, Accenture Global IT & Song (Category: User Interface / Digital Media Interfaces; Client: Accenture, Dublin). Recognized as part of the winning design team.

EDUCATION

Bachelor of Engineering | Uttar Pradesh Technical University | 2009 - 2013

COURSES AND CERTIFICATIONS

- Augmented Reality Course, Coursera
- General Usability Course, Coursera (Google)
- Augmented and Virtual Reality Course, IIT Delhi (Certified)

TOOLS

Figma | Figma Make | Claude AI | Miro | Sketch | Adobe XD | After Effects | JIRA | Confluence | Microsoft Azure | Blender | Unity 3D