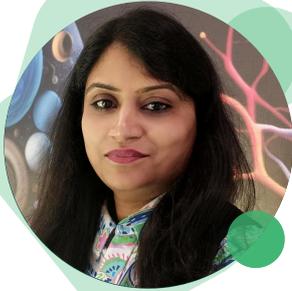


POONAM KHEDKAR

Senior Product Designer | AI & Enterprise UX



CONTACTS

- (+91)7259534583
- khedkar.poonam24@gmail.com
- [Portfolio](#)
- [LinkedIn](#)

SUMMARY

AI-focused Senior Product Designer with 11 years designing enterprise and consumer products across fintech, edtech, and SaaS. Expert in complex workflows, AI-enabled interactions, and data-driven UX, with cross-functional teams.

EDUCATION

National Institute of Design (NID)

Master of Design (M.Des.)
Bangalore (2011 - 2013)

MIT College of Engineering

Bachelor of Engineering (B.E.)
Pune (2006 - 2010)

Skills

- Design Thinking
- Product Design
- Prompt-based Interfaces
- Journey Mapping
- Wireframe
- Usability
- AI Interaction Design
- Design Strategy
- Prototyping
- Generative AI
- AI-powered UX

Tools



WORK EXPERIENCE

EPAM Systems | Mar 25 - Sep 25

Lead UX Designer

Global digital transformation and product company

- Led **end-to-end UX design** for Ageas UK's insurance platform, improving policy purchase and claims workflows through high-fidelity prototypes and cross-team design collaboration.
- Delivered **high-fidelity prototypes** and strategic storytelling to drive executive alignment.

ServiceNow | Jan 2023 - Dec 2024

Senior Product Designer

Company providing digital workflow solutions

- Re-architected complex multi-role workflows for the Digital Product Release platform, increasing operational efficiency by **25%** through **systems-driven UX frameworks**.
- Defined **scalable interaction patterns** across Admin, PM, and Developer journeys.
- Led **stakeholder workshops and usability testing** to drive iterative design improvements.
- Explored **AI-assisted automation** opportunities to streamline repetitive enterprise workflows.

Byju's | Sep 2021 - Dec 2022

Senior Product Designer

Edtech company offering online learning programs

- Led design of the **Platinum Parent Experience**, boosting engagement and raising parent satisfaction scores by 25%.
- Partnered with researchers, content strategists, and PMs to deliver **data-driven design solutions** at scale.

Tricon Infotech | Mar 2019 - Aug 2021

Senior Product Designer

Technology company specializing in software solutions

- Designed UX for PayWheel (**Payroll & HR platform**), reducing onboarding time by **30%** through workflow simplification and automation.
- Contributed to **AI-enabled chatbot** and plugin-based solutions to enhance task efficiency.
- Partnered with **global stakeholders** (US, UK, Middle East) to align UX strategy with business outcomes.

Tricon Infotech | Jan 2014 - Feb 2019

UX Designer

Technology company specializing in software solutions

- Delivered UX for client products across domains including **Dubai Government - Whatworks portal** and **Taylor & Francis publishing platform**.
- Drove **major product releases** aligned to business growth and client strategy.

RedBus | Mar 2013 - Aug 2013

UX/ UI Intern

Online bus ticketing platform

- Conducted **user research** and **usability testing** for India's largest online bus ticketing platform.