

Ashish Rama Raju V,

Senior Product Designer

Ashish Raju

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I'm a product designer with 7+ years of experience building human-centric, data-driven experiences across **healthcare, defense, and SaaS**.

I specialize in simplifying complex systems through intuitive design, **scalable design systems**, and cross-functional collaboration.

Curious about how **AI and AR/VR** can shape **multi-sensory user experiences** that bridge technology and emotion.

Work Experience

Pharmaforce Senior UX Designer

SEPT 2024 - PRESENT

- Built an **enterprise-grade design system** covering 95% of UI components, ensuring consistency and scalability while cutting development cycles by 60%.
- Redesigned multi-million-dollar **B2B healthcare applications** that boosted client engagement, usability, and operational efficiency.
- Led UX strategy for **compliance-heavy workflows**, improving task success rates and reducing friction across teams.
- Introduced an agile, **feedback-driven design model** that shortened rollout timelines by 20% and increased customer satisfaction.

Brane Enterprises Pvt. Ltd. UX Designer

NOV 2022 - AUG 2024

- Designed comprehensive Ground Control Systems (GCS) for **robotics, drones, and agriculture**, reducing operator training time by 35%.
- Created modular design systems from scratch for large-scale projects, increasing consistency by 30% and reducing design iteration time by 20%.

Psynik Solutions UI/UX Designer

FEB 2019 - SEPT 2022

- Delivered end-to-end design for clients in e-commerce, EdTech, hospitality, and health & fitness sectors.
- Designed websites, logos, and social-media materials aligned with each brand's voice.

Education

B.Tech (Mechanical Engineering)

B.V. Raju Institute of Technology

AUGUST 2016 - FEBRUARY 2021

PGP-D

IIT-Bombay

NOVEMBER 2021- MAY 2022

Skills

- Product Strategy & UX Leadership
- Interaction & Micro-interaction Design
- Scalable Design Systems
- Continuous Learning
- Communication & Adaptability
- AI-Assisted Design Workflows

Tools

- Sketch
- Blender
- Figma
- Spline 3D
- Figjam
- Unity

Achievements

- Built scalable enterprise design systems, accelerating development cycles by 60%.
- Redesigned complex B2B healthcare workflows, improving usability and operational efficiency.
- Introduced AI-assisted design automation, improving design productivity by 15%.
- Improved EdTech platform engagement by 18% through data-driven UX redesign.