

Ashish Shashi Choudhary

AI UX Design Expert

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UXer with 8+ years' experience in design and research, leading cross-functional teams, delivering AI-enabled, AI-learned & AI-informed, lean, business-oriented, and user-centered SaaS solutions, managing & mentoring teams of writers and designers, integrating AI + design for five years

Experience

Senior Associate UX, SKS Business Services

London, Aug 2023 to Sep 2025

Designed products for Accounting and Finance Tools; Carried User Research around designing for efficiency in Taxation and Tax Tools CMS tools for Tax Representatives; Mobile Interface for Clients to manage documentation for their taxes; Designed UX solutions specifically for Agentic AI and Copilot experiences; Designed Contract Lifecycle System embedded with AI tools to write, store, manage, and share contract documents; Designed Asset Management System; Managed a team of three UI designers

Assistant Manager UX, Matrimony.com

Chennai, Sep 2021 to Jun 2023

Led design team for RainbowLuv, India's first queer matchmaking service, from inception to launch, including a variety of design touchpoints, Marketing, UX, legal, cultural, and customer research; Designed Customer facing chatbot for community matchmaking service, hand-holder for onboarding and profile building CX designer for entire user environment for Elite Matrimony Services, kiosks, website, application and customer support; CMS redesign and refurbishment using machine learning and artificial intelligence; Facilitated User Research Workshops; Mentored a team of seven designers and writers; Conducted design reviews to ensure UI consistency; Performed Usability Tests using AB Tests, Eye Tracker, Interviews, Heat Maps, Glassbox etc

Senior UX Designer, Her Circle Reliance

Mumbai, Jan 2021 to Sept 2021

Designed Her circle app and web, as digital magazine product; Created service blueprints and journey maps to visualize user interactions and service processes; Developed wireframes, prototypes, and high-fidelity mockups to communicate design ideas effectively; Asset Generation, Photojournalism, Graphic Production

Instructional Designer, Ministry of Tourism, India

New Delhi, April 2020 to June 2020

Designed and developed a course module for tourist guide training, rich with vis com elements like maps, videos, animations, etc., ensuring visual design adheres to necessary guidelines and meets accessibility standards; Conducted user research and usability testing to validate design decisions and improve user experience

Senior Interaction Designer, ValueLabs

Hyderabad, Aug 2019 to Apr 2020

Conducted branding exercises for internal and external functions; Designed Banking and Finance for real estate businesses: Designed and Researched for Interface for OTT, mobile and Android TV; Collaborated and contributed to design systems and scalable UI patterns for consistent product quality; Designed VR Comic Con experience; Designed interface for an AI-powered distance optimization tool for tax collectors; UX/UI design for LMS for medical representatives in Pan-Am context; Mentored a team of two designers

Assistant Professor, Design and Architecture

NIFT Chennai, VID Indore, SU Indore, MITS Gwalior 2019-2023, 2016-2017

Academic work taken as part-time or during breaks between jobs or during the COVID period

Skills

CX, UX Design, UX Research, Interface Design, Storytelling, Planning, Management, Training, Vibe Coding, Facilitation

Design for/with

Visual, Product, Marketing, Urban, Sound, Lifestyle, Branding, Event, Architecture, Poetics, Theatre, Performance

Tools

Figma, Framer, Xd, Sketch, Photoshop, Illustrator, Premiere Pro, After Effects, Canva, CorelDraw, AutoCAD, SketchUp, Webflow, Replit, Poetry, Miro, Lotte, Articulate, Camtasia, Animate, Audition, Ableton, GIS, GitHub, React, Java, HTML, CSS, ChatGPT, OpenAI, Perplexity, Midjourney, Jira, Slack, MS office, Gemini Nano Banana

Education

Post-graduation: Master of Design, IIT Hyderabad, 2017-2019

Graduation: Bachelor of Architecture, MITS Gwalior, 2011-2016