

AYUSHI SHARMA

Senior Product Designer | Platform UX · Design Systems · Complex Digital Experiences

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Summary

Senior Product Designer with **5+ years** of experience designing complex digital products across healthcare, enterprise platforms, and customer-facing experiences. Specializes in translating data-heavy workflows, business requirements, and technical constraints into intuitive, accessible, and scalable experiences. Experienced across end-to-end product design, interaction design, design systems, usability testing, and cross-functional collaboration with Product, Engineering, Research, Content, Compliance, and Operations teams.

Professional Experience

BLUE SHIELD OF CALIFORNIA

UX/UI Designer III — Product Design | USA | Mar 2022–Present

- Led and contributed to **10+ product initiatives** across Member, Provider, Broker, and Operations platforms, designing responsive web, mobile, and data-rich enterprise experiences in partnership with Product, Engineering, Research, Content, Compliance, and Operations.
- Led the redesign of a **provider demographics and data-management platform**, consolidating fragmented workflows and establishing **15+ reusable interaction patterns** across forms, navigation, validation, responsive layouts, and progressive disclosure; improved provider data accuracy by **90%**, increased automated transactions to **95%+**, and reduced suppression rates from **31% to 5%**.
- Redesigned the **Pharmacy Claims** experience to make complex transactional and benefit information easier to understand, introducing the organization's first **two-tone card and drawer interaction patterns** and achieving **94% user satisfaction** while reducing user inquiries.
- Redesigned **Manage Family Access**, simplifying permission-management workflows while balancing privacy and regulatory requirements; increased **user satisfaction by 70%** and improved **task completion by 18%**.
- Contributed to the **Cerulean Design System**, creating and refining reusable components and interaction standards across products; optimized **60+ legacy elements and created 20+ components**, improving design handoff efficiency by **75%** and supporting more consistent product delivery.
- Designed search, provider discovery, dashboard, authentication, payment, and operational workflows for initiatives including **Modern Health Plan (Signature Blue)**, **Broker MFA**, **Autopay**, and **Provider Connection**, translating API/data constraints and complex business requirements into feasible, scalable product experiences.

AUBERGINE SOLUTIONS

Visual Designer | India & USA | Jul 2018–Jul 2019

- Designed cross-platform digital products and reusable UI systems across web and mobile, collaborating with product and development teams to improve consistency and usability.

- Led the redesign of a major educational mobile application, increasing its app-store rating from **3.0 to 4.4 stars** and driving a **30% increase in user engagement** through iterative usability testing.

EARLIER EXPERIENCE

UX Design Intern — White Panda | India | 2017

Graphic Designer — Orca Studio | India | 2015

Education

M.S. Human-Computer Interaction — Indiana University Bloomington, USA | 2021–2023

Master's, Visual Communication Design — DA-IICT, India | 2016–2018

Bachelor's, Graphic Design — Symbiosis International University, India | 2010–2014

Core skills

AI & Product Design: Product Strategy · UX/UI Design · Interaction Design · Information Architecture · User Flows · Journey Mapping · Wireframing · Prototyping · Usability Testing · Responsive & Mobile Design · Accessibility · ChatGPT · Claude · Figma AI · Figma Make · Figma MCP · FigJam AI · Gemini · Perplexity · AI Prototyping · UX Research Synthesis

Platform & Systems: Complex Workflows · Data-Rich Interfaces · Enterprise/B2B · B2C · Design Systems · Component Libraries · Design Governance · Design Documentation · Design-to-Development Handoff

Collaboration: Product Partnership · Engineering Collaboration · User Research · Stakeholder Management · Design Reviews · Agile/Scrum

Tools: Jira · Confluence · Miro · Adobe Creative Suite · AEM