

AISHWARYA KOTAGIRI

Product Designer

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Product designer with 5+ years across fintech, agri-tech, HR tech, and wellness — enterprise and consumer. Law degree turned into research rigor and stakeholder fluency; designs in code (Figma plugin, Chrome extension, live web app).

EXPERIENCE

Thoughtworks — Experience Consultant

Mar 2025 – Present · Bengaluru

- **Corteva Agriscience** (\$17B global agriscience leader, ~110 countries) — designed the mobile cheque-payment experience for CorBiz, its iOS field app: ACH & EFT payments across the US and Canada, with mobile scanning replacing legacy hardware scanners; shipped after a 9-month cross-functional build, and 74% of users preferred the new solution in post-launch feedback
- Anchored moderated user-testing sessions across Customer Delivery, one of the platform's largest modules; ran A/B tests to inform design decisions
- Migrating the product design system — consolidating two internal systems into a single foundation on Untitled UI

Lollypop Design Studio — Associate Senior UX Designer

Jun 2024 – Feb 2025 · Bengaluru

- **Bonify** (fintech acquired by Schufa, Germany's dominant credit bureau; 2M+ active users) — led the six-member design team on the all-in-one personal finance app combining bank data with Schufa credit records: onboarding & KYC, dual-score architecture, negative-entry tracker, and the 3-tier pricing model; ran flipped design sprints with 8–10 client stakeholders
- **Tattva Health** (preseed wellness tech) — owned brand strategy and end-to-end product design: onboarding, biometric practice sessions (EEG, HRV), insights, and community, delivered in 3 months
- **Myntra** — researched, wrote, and designed the company's Diversity & Inclusion page end to end
- **Tata Consumer Products** — designed a WhatsApp Business entry point for FMCG sales reps (Mavic) and the My Bistro marketing site in one week

Divami Design Labs — UX Designer

Aug 2022 – Nov 2023 · Hyderabad

- **iMocha** (500+ enterprise customers, 70+ countries) — drove UX for the pivot from assessment platform to skills intelligence platform; designed and shipped 3 products and 10+ modules in one year, launched publicly as the Skills Intelligence Cloud in July 2023
- Set up a structured learning program for designers: debates, discussions on handoffs and client issues, following learning frameworks, with insights shared with leadership

Pixelvide Design Solutions — Product Manager

Aug 2020 – Aug 2022 · Hyderabad

- Co-led **LDP**, a research initiative on conclusive land titling for a state government — field research with 15 stakeholders across 3 locations; presented findings at the Chief Minister's Office
- Built the design system and template screens for a state government finance platform (IFMIS); ran GIGW-compliance workshops covering accessibility and design practice, handing the system to the internal team

Joined as Legal Researcher (Aug 2020 – Jun 2021); earlier, 10+ legal internships in litigation and indirect taxation alongside law school.

SIDE PROJECTS — DESIGNING IN CODE

- **Thornwick Manor** — a murder-mystery game built as a Figma plugin (TypeScript, Gemini API)
- **Peep** — a Chrome extension that sorts browsing by intent
- **KYC — Know Your Chemistry** — an emotional-awareness web tool, live on Vercel

SKILLS

Product design · interaction design · design systems · information architecture · usability testing · A/B testing · accessibility · user interviews · workshop facilitation · stakeholder management

Figma · FigJam · Framer · HTML/CSS · AI-assisted prototyping and designing in code

EDUCATION & CERTIFICATIONS

BBA.LLB, Alliance University (2014–2019) · IBM Enterprise Design Thinking Practitioner · HFI Service Design Thinking · WIPO Advanced IP Management · Interaction Design Foundation