

Aiswarya Ramesh

Senior Product Designer | 7+ YOY | 0→1, B2B, AI workflows

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EXPERIENCE

Senior Product Designer, BrowserStack, Mumbai (Remote)

Dec 2024 - April 2026

TESTING TOOLKIT (Currently used by 20k+ users)

- Led end-to-end 0→1 design for a Chrome extension with 10 QA utility tools as the sole designer, shipping Alpha in 2 months and GA in 5 months.
- Shipped Alpha in 2 months by making tradeoffs on usability vs. technical feasibility across 10 tools, with no precedent for Chrome extension UX patterns at BrowserStack.
- Collaborated closely with PM and Engg to define, scope and ship 10 tools under tight timelines.
- Ran user interviews and translated insights into roadmap priorities, directly influencing improvements added post Alpha.
- Co-created the XS component framework with the Design System team for extension environments; framework was later adopted by the Figma plugin product and main BrowserStack products needing compact component variants.
- Owned design QA across 10 tools, catching consistency issues pre-release and reducing post GA design debt.

Achievements

- Received 'Rising Star' award for impact and contribution to Testing Toolkit.
- Achieved 10k+ installs within 2 months of GA, demonstrating strong early adoption, and 20k+ users within 6 months.

LIVE (Mothership product)

- Led UX improvements for deal-blocker workflows (image injection, multi-device testing), prioritized via NPS, support ticket, and usage data analysis.
- Partnered with product to shape quarterly roadmap based on user impact and feasibility; presented insights in cross-functional design reviews.
- Mapped customer journeys for high-friction features and collaborated with Docs team to close usability gaps identified in research.
- Contributed to multi-device testing, a strategic investment area for Live.

AI & Automation

- Built 'Customer Feedback Analyst' - a Rovo AI agent that converts raw customer tickets into structured, Confluence-ready feedback analysis documents with fixed structure, after consulting with multiple design teams to define a unified document structure; agent adopted by design team first.
- Collaborated on building an AI-powered Figma plugin (hackathon) that reviews designs and generates UX improvement suggestions.
- Built a reusable Figma dashboard template enabling PMs to prototype faster/test our new features fast with minimal designer inputs.

Senior UX Designer, NetBramha Studios, Bengaluru

Mar 2022 - Dec 2024

TEAM LEAD / JIOMART + NB

- Led end-to-end design for multiple features and feature enhancements – involving ideation, strategy, visual designs, prototypes, usability testing, secondary research, design audits etc; for the customer and seller experiences
- Owned the 'Conversion' charter for the product, targeting features and screens to increase conversion rates
- Collaborated with cross-functional teams (Business, Product etc) to align strategies with the overall objectives
- Alongside my core responsibilities in crafting exceptional user experiences, I also led a team of 6 designers, providing guidance and mentorship to foster their professional growth and development.
- Contributed to the expansion of the team size, and was a part of the interview panel for hiring new folks

Achievements

- Led the team in a project to improve post-purchase ratings, resulting in a 25-fold increase in customer feedback.
- Directed efforts to reduce FnL return-related contacts by 50%, significantly improving customer satisfaction.

PRODUCT DESIGNER / YUBI + NB

- Independently designed and enhanced user experiences for multiple sub-products within the B2B marketplace
- Built the first version of a self-serve API management platform, to reduce the onboarding time of new users
- Collaborated with cross-functional teams (Business, Product, Research) to align strategies with business objectives

Achievements

- Response rate of NPS feature surging 21x times, with 3% deduction in detractor rates
 - Reducing TAT from 16 days to 3 days in signing engagement letters
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UX Designer, IBM India

Jul 2019 - Feb 2022

- Spearheaded design initiatives for over 10 mobile and web applications, working closely with clients from diverse industries, including Tribune Publishing, Cardinal Health, Anthem Inc., Irish Water, Kyndryl etc
- Actively engaged in the full project lifecycle, and ensured seamless collaboration between clients and development teams, translating user needs into viable design solutions.
- Leveraged design systems like HIG, Material Guidelines, and Carbon to streamline design processes, reducing customisation and accelerating project delivery without compromising user experience.

Developer, IBM India

Jul 2018 - Jul 2019

- Started in Android/iOS/frontend development with QA exposure, then transitioned into UX design while in a hybrid designer+dev role.

SKILLS

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| • 0→1 product design | • Product strategy | • User research |
| • Stakeholder management | • Team leadership & mentorship | • AI assisted design workflows |
| • Cross-functional collaboration | • Design QA | • Prototyping & micro-interactions |
| • Customer journey mapping | • Design systems | • Team leadership experience |

TOOLS

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|-------------------------------|-------------------|------------------|
| • Figma | • Claude | • Cursor, Replit |
| • Procreate, Procreate Dreams | • Spline Adobe CC | • Sketch |

EDUCATION

- MCA from Cochin University (2016-2018)
- BCA from Calicut University (2013-2016)