PIYUSH RAI
Product Designer

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SUMMARY

Seasoned Designer with 7+ years of experience in B2B and B2C platforms, delivering user-centric design solutions for web and mobile applications. Expert in leading the entire product design lifecycle, leveraging user research, prototyping, and inclusive design practices. Skilled in developing modular design systems and collaborating with cross-functional teams to drive clarity and align user, technology, and business needs.

PROFESSIONAL WORK

Flexjet

Market Leader in Private Aviation | B2C & B2B – **Senior Product Designer**   *May 2021 – May 2025*

- Led the development of a comprehensive visual design system, standardizing components like typography, color palettes, and iconography, resulting in a 30% acceleration in product development cycles and enhanced cross-team consistency. It impacted all our internal FAA-approved applications, modernizing visual language and ensuring consistent UX patterns across multiple complex systems.
- Led design strategy for B2C and internal products, resulting in a 25% increase in user engagement and a 15% decrease in user churn rates.
- Collaborated and launched features generating $40M in revenue over 3 years while achieving a 59% increase in user satisfaction within 6 months.
- Implemented design improvements for Owner's Catering and Flight Maintenance 2.0 applications, enhancing operational efficiency in the private aviation industry. Developed and rolled out design systems across 20% of internal applications, with a full implementation plan targeting Q3 FY2025.

Northeastern University

Leaders in Education, global research, innovative teaching, | B2C & B2B – **UI/UX Designer**   *July 2019 - Apr 2021*

- Developed a university-wide design system by conducting research, presenting rollout plans to stakeholders, and creating reusable components for digital assets.
- Redesigned primary student-facing websites adhering to accessibility standards (WIA), increasing usability scores from 55% to 75.6% and accessibility scores from 73% to 95%.
- Designed a CMS-friendly vaccine booking app during the COVID-19 pandemic, enabling seamless scheduling for over 6,000 daily users with a 95% success rate.
- Supported rapid-response initiatives for campus reopening by delivering digital and print solutions under tight deadlines.

BookMyShow

India's leading entertainment platform and the one-stop-shop for all entertainment need. | B2C – **Visual Developer**   *Mar 2017 - Nov 2018*

- Designed and developed a CRM dashboard for call-center agents, reducing average customer engagement time by 30% through usability testing and iterative improvements.
- Launched the "Customer Loyalty Program," generating $13M in revenue within nine months while increasing customer acquisition by 26%.
- Collaborated with marketing teams to integrate third-party tools like Freshdesk into internal systems, expanding the customer base by 13% across India.

Bombay Stock Exchange

Finance | Oldest and largest stock exchange in India. | B2B – **Software Developer**   *July 2016 - March 2017*

- Developed a member management module for BSE International Exchange to streamline investor data entry processes.
- Collaborated with the Market Operations team to implement new features for Simplified Market Operations (SMOPS), enhancing day-to-day stock market activities.

SKILLS

Design: Design Systems, Pattern Libraries, Design Thinking, Usability Testing, Design Collaboration, Interactive Design, Rapid Hi-fi Prototyping, Wire-framing, Information Architecture, UX Research, Content Analysis, Journey Mapping, Storytelling & Visual Narrative, Inclusive & Accessible Design, Mobile and Web Design

Software: Figma, Miro, Adobe Creative Suite, Principle, Aftereffects, Webflow, Lottie, Optimal Workshop, Qualtrics, Protopie, Hotjar, Storyboard, Storybook, Amplitude, Azure, Anima, Mural, jQuery, HTML5, CSS, JavaScript, Swift, Angualr.js, React.js

Leadership: Enterprise-Wide Design Advocacy, Process Improvement, Agile & Lean UX, Metrics-Driven Product Design, Customer Experience Optimization, Behavioral Research, Interdisciplinary Communication, Facilitation & Workshop, Stakeholder Management & Collaboration, Product & Service Innovation, Design Strategy & Vision Setting, Collaborative, Industry Experience, Business Roadmap & Strategy.

EDUCATION

Masters, DIGITAL MEDIA (Interactive Design) - Northeastern *University, Boston, USA*