

# PIYUSH RAI

## SENIOR PRODUCT DESIGNER

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### PROFESSIONAL SUMMARY

Strategic and detail-driven designer with over a 9+ of experience designing user-centered, accessible, data-driven and safety-critical digital experiences across medical, finance, aviation, education, and entertainment industries at scale. My work focuses on turning complex, workflows heavy designs and real-time data into clear, trustworthy experiences that improves speed, accuracy, and confidence. Proven expertise in UX strategy, design systems, and cross-functional product leadership within complex, regulated environments. Adept at applying user research, service design, and iterative prototyping to optimize workflows and drive measurable business outcomes.

### WORK EXPERIENCE

#### Cepheid – Danaher Corporation | UI/UX Software Engineer

Oct 2025 – Present

Healthcare Diagnostics Platforms | Regulated and Compliance driven Systems | Clinical and Operational UX | SaaS, PaaS, IaaS | B2C & B2B

- Led end-to-end UX design for diagnostic and operational software used by clinical, laboratory, and internal operations teams, translating complex testing workflows into clear, task-driven experiences
- Designed interfaces that surfaced critical diagnostic data with accuracy and confidence, balancing speed, clarity, and regulatory constraints to support high-stakes decision-making
- Partnered closely with product, engineering, quality, and domain experts to align user needs with FDA-regulated requirements and technical limitations
- Conducted workflow analysis and usability testing to identify friction points across lab operations and internal tools, driving measurable reductions in task time and user error

#### FlexJet | Senior UX Product Designer

May 2021 – May 2025

FAA-regulated enterprise operation platforms | Aviation platforms | SaaS | Operational Tools & Client Apps | Market Leader in Private Aviation | B2C & B2B

- Led the design and 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.
- Redesigned real-time flight tracking dashboards to support data-driven decisions; reduced manual interventions by 40%, and improved stakeholder response time.
- Spearheaded accessibility-first design standards, embedding WCAG pattern consistency across operational tools. Partnered with engineering, legal, and compliance to ensure FAA-regulated apps met operational and accessibility standards.
- 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.
- Designed, advocated and collaborated with engineering to developed and rolled out design systems for all digital experiences under Flexjet. Achieved success in implementation across 25% of internal tools, with a full implementation plan targeting Q4 FY2025

#### Northeastern University | UI/UX Designer

July 2019 – April 2021

Service & Portal Design | Public Safety Digital LMS Platform | Leaders in Education, global research, innovative teaching | B2C & B2B

- Collaborated with design team on building a university-wide design system and presenting rollout plans to stakeholders and other digital experience teams.
- Redesigned primary student-facing websites adhering to accessibility standards (WIA), increasing usability scores from 55% to 75.6% and accessibility scores from 73% to 93%.
- Designed a CMS-friendly vaccine booking app during the COVID-19 pandemic, enabling seamless scheduling for over 6,000 daily users with a 95% accuracy

#### BookMyShow | Visual Developer

March 2017 – November 2018

India's leading entertainment platform | Consumer facing mobile and web app | High-Volume SaaS platform | Booking, CRM, Data Systems | B2C

- Designed internal tools that helped operations and support teams manage high-volume, time-sensitive events with minimal error
- Built live dashboards and exception handling flows that surfaced operational risk clearly during peak traffic moments. Reframed complex system states into concise visual signals, enabling faster decisions under pressure
- Applied experimentation and iterative testing to continuously refine workflows tied to revenue-critical moments

#### Bombay Stock Exchange | UI Developer

July 2016 – March 2017

Oldest and Largest Stock Market in India | Financial Tools & Trading Platform | Data Dashboards | B2B

- Developed interactive data grid components and real-time trading dashboards for high-volume market operations; optimized performance for legacy environments using semantic HTML, CSS, and JavaScript, collaborating with Market Operations, Development, and Legal teams to support SMOPS enhancements and improve trade execution speed by 15%.

### DESIGN SKILLS & PROCESS

Design System | Pattern Libraries | Enterprise UX Strategy | AI-Assisted Workflows | Design Thinking | Usability Testing | Design Collaboration | Interactive Design | Wireframing | Information Architecture | UX Research | Content Analysis | Journey Mapping | Storytelling & Visual Narrative | Inclusive & Accessible Design (WCAG / UDL) | Human-Centered Design | Mobile and Web Design | Responsive & Scalable Design | Participatory design. | Regulated Environments | Compliance-Driven Design | Process Improvement | Agile UX | Lean UX | Service Design | Requirement Gathering | Reporting Dashboards | Design for Test-Driven Development | Data Grid Design & Table UX | UX Governance | SLA-Aware UI Design | UX for Real-Time Data | Financial Workflow Design

### TOOLS

Figma | Sketch | Miro | Adobe Creative Suite (Photoshop, Illustrator, After Effects) | Principle | Lottie | Optimal Workshop | Qualtrics | ProtoPie | Hotjar | Storyboard | Storybook | InVision | Amplitude | Azure | Mural | jQuery | HTML5 | CSS | JavaScript | Swift | Angular.js | D3.js | Tailwind CSS

### EDUCATION

MASTER'S DEGREE | Digital Media – Interactive Design | Northeastern University, Boston, USA