

PIYUSH RAI

SENIOR PRODUCT DESIGNER

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PROFESSIONAL SUMMARY

Strategic Product Designer with 9+ years of experience solving complex design problems across healthcare, aviation, financial services, and entertainment. Combines deep expertise in interaction design, information architecture, and design systems with hands on development fluency to ship accessible, scalable products in regulated environments. Proven track record of leading end to end design for enterprise platforms serving global user bases, collaborating cross functionally with engineering, product, human factors, and executive stakeholders.

WORK EXPERIENCE

Cepheid – Danaher Corporation | UI/UX Software Engineer

Oct 2025 – Present

Healthcare Diagnostics Platforms | FDA / IVD Regulated Systems | Clinical and Operational UX | SaaS | B2C & B2B

- Design and develop interaction patterns for Cepheid OS, the unified diagnostic software interface running across GeneXpert systems deployed in 180+ countries, balancing localization constraints with consistent usability across 20+ languages
- Collaborate with the Human Factors Engineering team to conduct usability evaluations and validate design decisions against FDA and IVD regulatory requirements for medical device software
- Contribute to the Danaher Design System (DDS), building accessible, reusable components that unify the design language across multiple Cepheid product teams
- Lead UX for the GX20 product launch, designing the dual panel workflow interface under tight scope constraints coordinated with C suite and marketing stakeholders
- Implement A/B testing frameworks and data driven design reviews to evaluate interaction patterns and optimize task flows for lab technicians and clinical operators

FlexJet | Senior UX Product Designer

May 2021 – May 2025

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

- Redesigned the Flight Operations platform, transforming a 20 year old legacy system into a modern, real-time operations hub that reduced task completion time by 35% for dispatchers managing 100+ daily flights
- Created and scaled the SkyOps Design System across 80+ screens and 6 internal tools, reducing design debt by 40% and establishing a single source of truth in Figma with Storybook documentation
- Designed TripBoard, a real time trip management dashboard for flight coordinators that reduced inbound call volume by 25% through proactive status visibility and self-service capabilities
- Led the Sentient Jet mobile app design from concept through launch, translating a premium brand experience into a consumer facing iOS application for jet card holders
- Designed the Catering Management System, enabling flight attendants to manage meal orders, dietary restrictions, and vendor coordination with a mobile first workflow

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

- Designed and shipped COVID-19 testing appointment booking application and Tracing Dashboard serving 30,000+ students, university leadership, health services teams, to make daily, data-driven decisions, iterating through rapid usability testing cycles to meet urgent public health deployment timelines
- Built the kern(UI) design system in Figma and governed its rollout across 17 college websites, establishing consistent component standards and accessibility compliance across the university's digital ecosystem
- Led discovery research with clinical, compliance, and IT stakeholders to uncover gaps between data availability and actionable insight
- Redesigned the IT service portal experience, built future-state journey maps and scenario-based prototypes to restructure information architecture and reduce average support ticket resolution time to align cross-functional teams on evolving requirements

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 and built the CRM dashboard for call center agents, applying user centered design to reduce average call handling time and improve agent efficiency across high volume support operations
- Led data driven design and front-end development of the Customer Loyalty Program and checkout optimization, contributing to a 15% increase in conversion rate through iterative A/B testing

Bombay Stock Exchange | Software Developer

July 2016 – March 2017

India's Stock Exchange | Financial Trading Platform | Real Time Data Visualization | B2B

- Developed interactive data grids and real time trading dashboards for the SMOPS platform, applying front end engineering skills that later informed a design career grounded in technical feasibility
- Contributed to the India INX international exchange launch, building data visualization components for institutional trading workflows.

DESIGN SKILLS & TOOL

Design System | Pattern Libraries | Enterprise UX Strategy | AI-Assisted Workflows | Human-in-the-Loop Design | Design Thinking | Usability Testing | Interactive Design | Wire-framing | Information Architecture | Content Analysis | Journey Mapping | Inclusive & Accessible Design | Mobile and Web Design | Scalable Design | Regulated Environments | Compliance-Driven Design | Process Improvement | Agile & Lean UX | Data-Driven Design | Service Design | Dashboards UX | Data Grid Design & Table UX | UX Governance | Financial Workflow Design | Figma | Sketch | Miro | Adobe Creative Suite | Optimal Workshop | Qualtrics | Prototipie | Hotjar | Storyboard | Storybook | InVision | Amplitude | Azure | Anima | Mural | jQuery | HTML5 | CSS | JavaScript | Swift | Angular.js | React.js | Vue.js | D3.js | Tailwind CSS | Jira | Confluence | Rally

EDUCATION

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