

Ashish Khoshya

Senior Product Designer | 5+ Years Experience | IIT Guwahati

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PROFESSIONAL SUMMARY

Senior Product Designer with 5+ years of experience building scalable design systems and enterprise products. Engineered a token-based design system that cut developer build time by 50%, simplified GST filing workflows to reduce completion time by 60%, and identified a go-to-market gap to architect a 7-vertical content ecosystem from scratch in under 4 months. Delivers production-ready products end-to-end using Figma, Claude Code, and Cursor.

EXPERIENCE

Product Designer

Jul 2025 – Present

Zzazz.ai, Bengaluru

- Architected 7 interconnected content verticals from scratch in collaboration with Founder, Product Lead, and AI team, projecting 50% higher CTR across 80-98% of non-subscriber users.
- Redesigned Exchange into a query-led AI-native interaction model and structured the information architecture and wireframes for Moments and TimePay verticals.
- Delivered all design assets using an AI-first workflow with Claude Code and Figma Make, reducing the design-to-development cycle by 40%.
- Conducted competitive analysis across 5 content platforms and synthesized findings into a product strategy deck that secured stakeholder alignment within 2 weeks.

Senior Product Designer (Promoted)

Oct 2023 – Jul 2025

Clear (ClearTax), Bengaluru

- Built an automation engine for Table-4 ITC reconciliation, matching GSTR-2B with purchase registers and reducing support queries by 65%; escalated to a strategic initiative.
- Led UX audit across 4 Accounts Payable modules and standardized usability testing methods across 3 product pods, improving design consistency by 30%.
- Mentored 2 junior designers through structured design critiques and pattern library reviews, accelerating ramp-up time by 35%.

Product Designer

Jul 2021 – Sep 2023

Clear (ClearTax), Bengaluru

- Spearheaded Mint V8 design system using token-based architecture and PCS Logic, compressing 700+ button variants to 32 and cutting development implementation time by 50%.
- Optimized GSTR-3B filing workflow for 1.4Cr+ businesses by introducing bulk upload, support for multiple GSTINs, and a reconciliation engine, accelerating completion by 60%.
- Championed Max ITC adoption through field research with 12+ tax professionals, boosting usage from 18% to 53%, and launched an Ingestion Module that improved import success by 45%.
- Established a component documentation workflow in Storybook, enabling 4 engineering teams to self-serve UI components and reducing design-to-engineering transition queries by 40%.

UI/UX Design Intern

May 2019 – Jul 2019

Visit Health, Bengaluru

- Revamped the marketing website and optimized Android app onboarding flow, increasing sign-up completion by 20% and partnering with founders on a brand identity refresh.

SKILLS

Design:	Design Systems, Interaction Design, UI/UX Design, Information Architecture, Prototyping, Visual Design, Responsive Design, Accessibility (WCAG)
Research:	User Research, Usability Testing, A/B Testing, Journey Mapping, Data Analysis, Heuristic Evaluation
Strategy:	Product Strategy, Design Thinking, Stakeholder Management, Agile/Scrum, Sprint Planning
Tools:	Figma, FigJam, Storybook, Adobe Creative Suite, Framer, Miro, Notion, Jira, Linear, Claude Code, Antigravity, Vercel

EDUCATION

IIT Guwahati

2017 – 2021

Bachelor of Technology

CERTIFICATIONS

- UX: Ultimate Guide to Usability and UX – Udemy
- Visual Elements of UI Design – Coursera
- IxDF Membership – Interaction Design Foundation