

# Ashish Khoshya

Senior Product Designer

Senior Product Designer with **5+ years** across fintech and AI. Track record of building token-based design systems, simplifying enterprise workflows for millions of users, and leading 0→1 product architecture. Now operating with an AI-native workflow that compresses design-to-prod by 40%. Ships production-ready work end-to-end with Figma, Claude Code, GitHub & Vercel.

## Work Experience

### Product Designer @ Zzazz.ai

JUL 2025 — PRESENT

#### Content Economy — 7 Verticals from Zero

- Partnered with Founder, Product Lead & AI team to architect **7 interconnected verticals** from scratch — unlocked a coherent monetisation path across the ecosystem
  - Reframed Exchange as a **query-led AI-native model**, restructured Moments IA, and defined TimePay's **3-path access model** — collapsed 3 fragmented products into one navigable surface
  - Pioneered an **AI-first design workflow** (Claude Code + Figma Make + Cursor), shipping production-ready prototypes in days
- Projected **50% CTR lift**, reaching 80–98% of users; design-to-dev cycle cut by **40%**.

### Senior Product Designer @ Clear (formerly ClearTax)

OCT 2023 — JUL 2025 · PROMOTED

#### Accounts Payable Suite & Research Playbook

- Defined the **research & usability-testing playbook** adopted by **3 product pods**; ran weekly design crits and mentored 2 mid-level designers
  - Owned **Table-4 ITC reconciliation** end-to-end (matching GSTR-2B with purchase registers) — escalated to a roadmap-level initiative
  - Drove a **UX audit across 4 AP modules**, partnering with 3 PMs and 8 engineers to align scope, success metrics, and rollout sequencing
- Cut **65% of support queries**; lifted measured design consistency by **30%**.

### Product Designer @ Clear (formerly ClearTax)

JUL 2021 — SEP 2023

#### Mint V8 Design System

- Spearheaded **Mint V8** with 1 PM and 4 frontend engineers — token-based architecture & PCS Logic compressed **700+ button variants to 32**
  - Built foundational tokens (typography, spacing, colour, elevation) with full accessibility support; led adoption workshops across product and dev
- Cut dev implementation time by **50%** across the org; enabled multi-region theming.

#### GSTR-3B Filing & Max ITC

- Streamlined **GSTR-3B filing** for **1.4Cr+ businesses** — bulk upload, multi-GSTIN, and reconciliation engine
  - Drove **Max ITC** from **18% to 53% adoption** via field research with 12+ tax professionals; shipped **Ingestion Module** (schema-based import)
- Filing time cut **60%**; import success rate up **45%**.

## Contact

- EMAIL  
ashish.khoshya1998@gmail.com
- PORTFOLIO  
ashishkhoshya.com
- PHONE  
(+91) 7988721132
- LINKEDIN  
@ashishkhoshya

## Education

### B-Tech @ IIT Guwahati

JUL 2017 — JUL 2021

## Certification

- U User Experience (UX): The Ultimate Guide to Usability and UX
- C Visual Elements of User Interface Design
- I IxDF Membership Certificate

## Skills

- Design Systems & Tokens
- Enterprise UX
- Information Architecture
- 0→1 Product Strategy
- User Research & Usability
- AI-Native Workflow
- Cross-functional Leadership
- Mentorship & Design Crits

## Tools

- Figma & Figma Make
- Claude Code & Cursor
- FigJam
- Storybook
- Framer & v0
- Notion & Linear