

# Lakshmi Ajayan

US based **Product Designer** with 3+ years of experience in fintech and health. Expert in responsive end-to-end web and mobile design, cross-functional collaboration and data-informed design decisions.

## WORK EXPERIENCE

**Savvy Cooperative** *Health marketplace for patient insights* · New York  
**Product Designer** · Apr 2023 — present

- Conceptualized, prototyped and validated new patient engagement features to decrease patient churn by 40%
- Aligned on project goals by defining success criteria. Studied patient motivations and needs by analyzing internal data, survey, usability testing and user interviews
- Evaluating accessibility of patient portal against WCAG 2.2

**Razorpay** *Indian fintech giant: Payments & business banking* · Bengaluru  
**Senior Product Designer** · Apr 2022 — Jul 2022

- Improved discovery of Payment Page features by analysis of user behavior, redefining success metrics and shipping designs. It reduced support tickets by 50%
- Contributed to UX strategy by revamping onboarding process for new recruits. Resulted in continuous identification and documentation of 20+ UX issues prioritized quarterly in product roadmaps
- Made multiple products mobile responsive by standardizing UI components: Payment Links, QR Codes, Smart Collect and Subscriptions

**Product Designer** · Mar 2021 — Mar 2022

- Seamlessly transitioned 4000+ businesses to new payment regulations by designing for multiple touchpoints: dashboard, email communication and checkout
- Designed for a new product launch (QR code and kits) which was adopted by 1500+ businesses within 30 days of beta launch

**D91 Labs** *Financial inclusion research lab* · Bengaluru  
**UX Designer and Researcher** · Jul 2020 — Feb 2021

- Derived 6 UX design principles for building consumer trust in the future of data-sharing via Account Aggregators
- Prototyped data-sharing flows for 3 fintech use cases and tested with 10 users
- Derived 5 personas: Co-conducted, transcribed and analyzed 30 user interviews
- Co-organized a 2-week design sprint in collaboration with Meta and Parallel
- Published [5 user stories](#) on Medium and a [newsletter edition](#)

**Central Square Foundation** *Education non-profit* · Delhi  
**Independent UX Consultant** · Mar 2020 — May 2020

- Visualized user flows from scratch for a platform listing EdTech resources for K-12 students and teachers that enabled online learning during Covid-19

**Studio 8 Designs** *Architecture studio* · Bengaluru  
**Architect** · Jul 2017 — Jun 2018

- Led design and execution of 5 retail stores end-to-end within tight deadlines. Designed 9 residential and commercial interior and architectural projects.
- Initiated & led the firm's social media, standardization of brand identity and documentation of previous projects

**Portfolio:** [www.lakshmi.work](http://www.lakshmi.work)  
**Email:** [179.lakshmi@gmail.com](mailto:179.lakshmi@gmail.com)  
**LinkedIn:** [linkedin.com/in/lakshmiajayan](https://www.linkedin.com/in/lakshmiajayan)

## EDUCATION

**California College of the Arts, SF**  
Master of Design, Interaction Design  
Aug 2022 — Aug 2023

**National Institute of Design, Bengaluru**  
Master of Design, Retail Experience Design  
2018 — 2020

**National Institute of Technology, Trichy**  
Bachelor of Architecture  
2012 — 2017

## LEADERSHIP

**JR Scholarship for Promising Freshmen Mentor** · 2019 — 2020

Delivered a [mentorship session](#) for 30+ freshmen on Design Thinking and reviewed application essays

**Gyaan Adda, NID**  
**Head** · 2019 — 2020

Initiated a platform to foster peer learning through workshops and presentations by students. The successful pilot event saw >50% campus turnout.

## AWARDS

**Runner-up**  
Microsoft Design Expo · 2019

**Academic Proficiency Award (Top 3%)**  
NIT Trichy · 2017, 2015, 2014, 2013

## SKILLS

UX Design  
Prototyping  
Usability testing  
A/B Testing  
Wireframing  
Systems design  
User research

## TOOLS

Figma  
Adobe Suite  
Google Suite  
Hotjar  
Miro  
Notion  
p5.js