Ajit Vaidya

Senior Product Designer | UX Strategist | Enterprise SaaS | AI-Assisted Design

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SUMMARY

Full-stack UX Designer with 11+ years of experience. I design complex workflows end to end, with an AI-assisted design process. Recently led UX for key modules of NICE CXone WFM, used by 2,000+ enterprise customers and 2.5M+ users globally, and built custom AI skills to design faster.

SKILLS

Product Design: End-to-end product ownership, discovery to delivery, interaction design, information architecture, visual design, prototyping

Enterprise UX: Enterprise SaaS, B2B, operational and data-heavy products, complex workflows

Design Systems: Reusable components and patterns, responsive design, design QA, design hand-off

Research & Strategy: User interviews, usability testing, journey maps, personas, research insights, roadmap input

AI-Assisted Design: AI-assisted design workflows, custom AI skills, AI-powered product features

Leadership: Mentoring, stakeholder management, UX workshops

Accessibility: Web accessibility, WCAG

TOOLS

Design & Prototyping: Figma, HTML prototypes, Draw.io, Balsamiq

AI: Claude (Cowork, Design, Code)

Product: Jira, Confluence, Gainsight PX, UserTesting, MS Office

EXPERIENCE

UX Strategist | **NICE Ltd.**, Pune, India — Dec 2022 – Nov 2026 (3 yrs 11 mos)

- Led UX for key modules of NICE CXone WFM, used by 2,000+ enterprise customers and 2.5M+ users globally, from discovery to delivery for nearly 4 years
- Designed connected workflows for the time-off management module, rules setup, agent experience, scheduling and forecasting
- Ran quarterly usability tests with 50+ users (supervisors, agents), scoring 90% unaided task success and 4.5/5 ease of use, and shared research insights with product and engineering that shaped the roadmap
- Moved the UX process to AI-assisted workflows, building 10+ custom Claude skills for domain knowledge, design specs, technical writing and Jira workflows that cut turnaround time by 20%
- Designed an AI-powered accessibility triage tool that sorts WCAG issues, assigns owners, estimates story points and creates Jira tickets, helping reduce manual review time from days to hours

UX Design Lead | **Wipro Digital**, Pune, India — Nov 2019 – Dec 2022 (3 yrs 1 mo)

Clients: Hewlett-Packard, Schlumberger

- Owned UX for HP’s Configuration Services platform, used by 700k+ enterprise customers to request custom configurations for bulk orders
- Delivered Schlumberger’s data marketplace, where 200+ enterprises discover and buy oil and gas data
- Worked with UX researchers and product owners to define business and user goals
- Mentored and supported designers on the team

Senior UX Designer | **Infovision Labs**, Pune, India — Oct 2016 – Oct 2019 (3 yrs)

Clients: 7-Eleven, Merlin Health

- Designed 7-Eleven's e-commerce web app 7NOW (sales dashboard, order tracking, inventory, push notifications) used by 1 million+ users
- Designed doctor and patient apps for Merlin Health, a healthcare startup based in Dallas, Texas

UI Designer | **Fortune Cookie UX Design**, Pune, India — Aug 2015 – Jun 2016 (10 mos)

Clients: Hindustan Times, TripHobo

- Redesigned the Sports and Technology sections of the Hindustan Times website
- Designed TripHobo's mobile app flows for trip planning and location discovery

Design Analyst | **Cognizant**, Pune, India — Apr 2014 – Sep 2014 (6 mos)

- Contributed as a generalist designer in the design practice team
- Supported design managers and business development on RFP responses

EDUCATION

B.Sc. Digital Design | Fergusson College, Pune (Bharathidasan University) | 2009 – 2012 | First Class with Grade A

COURSES

UX Design

- Ultimate Guide to Usability and UX (David Travis)
- Ultimate Guide to UI Design (Christine Vallaure)
- Introduction to UX Design for Accessibility
- Agile Scrum Mastery: Full Project Simulation
- Object-Oriented UX (OOUX) Fundamentals

AI

- Claude 101
- Claude Code 101
- Introduction to Claude Cowork