Ayush Bhamu

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Product Designer

Product Designer with 6 years designing across B2B platforms, consumer apps, and fintech — wherever the hard UX problems are. Reduced workflow steps by 57% and consolidated 4-tool processes into single platforms within 10 months. Skilled in research-led design, design systems, and AI-powered interfaces. M.Sc. in HCI.

WORK EXPERIENCE

RWE • Essen, Germany • 10/2023 - 02/2026

UI/UX Designer

Designed 3 enterprise platforms for offshore wind & solar operations across 2.5 years.

- Troubleshooting Platform: Redesigned fault diagnosis from a 7-step, 4-tool workflow (SAP, PDFs, phone calls) into a 3-step unified platform with cross-site fault search and integrated iPad documentation for offshore technicians. Sole designer; aligned 11 stakeholders in 3 review cycles within 12 weeks.
- Delphi (Performance Analysis): Designed a purpose-built analysis tool replacing PI Vision/SCADA/Excel workflows. Built progressive filter system handling 15+ parameters, interactive time-series charts with event overlays, and modular onboarding. Reduced investigation time by ~80%. Adopted daily by the analyst team.
- TPA Portal + AI Virtual Analyst: Replaced Excel/email/SharePoint incident management with a dedicated portal. Redesigned a flat 15-field form into a 3-step wizard with smart pre-fill. Shipped an AI-powered chatbot (Azure AI) for NLP-based data querying — designed trust features (show SQL, download chat) based on usability testing.
- Built and maintained design systems and component libraries across 3 products, 2 device contexts (desktop + iPad), and 4 chart types. Steered a BCG consultant designer's output using documented design principles.

Grassrootlab LLC • Remote • 02/2020 - 01/2023

Product Designer

- Led product design for a budgeting app — defined user flows, information architecture, and interaction patterns across core financial workflows. Owned the full design process from research through usability testing.
- Built the design system from scratch — reusable components and guidelines that reduced design-to-development handoff time by ~30% within the first 6 months and established visual consistency across the product.
- Conducted user research and prototype testing to validate new features, iterating on designs based on direct user feedback and behavioural data.

Betterhalf.ai • Bengaluru, India • 10/2019 - 01/2020

UI/UX Design Intern

- Increased user engagement by ~10% within 3 months through improved navigation, interaction design, and usability refinements across core mobile app flows.
- Established a Material Design-aligned design system, reducing development effort by ~15% through shared components and consistent UI patterns.

SKILLS

Design & Prototyping: Component Libraries, Design Systems, FigJam, Figma, Interactive Prototyping, Maze, Mural

Research & Strategy: A/B Testing, Affinity Mapping, Contextual Shadowing, Information Architecture, Journey Mapping, Usability Testing, User Interviews

Specialisations: AI Interface Design, B2B Enterprise Design, Data-Heavy Dashboards, Multi-Device Design (Desktop + Tablet), Progressive Disclosure, Wizard & Form Patterns

Collaboration & Delivery: Agile/Scrum, Azure DevOps, Confluence, Developer Handoff & Pairing, Jira, Stakeholder Facilitation

EDUCATION

M.Sc. in Usability Engineering (HCI)

Rhine-Waal University of Applied Sciences
Kamp-Lintfort, Germany
09/2025

Bachelor of Computer Applications (BCA)

Maharshi Dayanand Saraswati University
Ajmer, India
03/2021