

Arushi

8 YOY | Experience Designer UX/UI | MSc Finance | Ex-Lloyds, Blackhorse, PNB
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PROFESSIONAL SUMMARY

Senior UX and Product Designer with **8 years** crafting intuitive, AI-driven digital experiences across regulated financial services and enterprise SaaS. Specialises in AI/agent UX, end-to-end prototyping, and scalable design systems — delivering **£1M+ portfolios with 30–40% gains** in conversion and engagement. Currently designing AI-powered sales and marketing products at Adobe, owning **30+ features end-to-end** as sole designer and winning the Gen AI Hackathon 2026. Awarded 'Most Valuable Employee' for a site-wide optimisation of LBG business banking websites.

RELEVANT SKILLS

- **Design & Prototyping:** Figma, wireframing, user flows, interactive prototyping, high-fidelity UI, coded prototypes (React/Vite), accessibility (WCAG 2.1)
- **AI & Emerging Tech:** AI/Agent UX, generative AI product design, LLMs (GPT, Claude), prompt engineering, conversational UI, trust & transparency patterns
- **Design Systems:** Adobe Spectrum 2, component auditing, scalable pattern design, token and icon governance, cross-team design consistency
- **Research & Validation:** User interviews, A/B testing, usability testing, layout experimentation, behavioural analytics, competitive analysis
- **Delivery & Collaboration:** Agile (Scrum, Kanban), Jira, Confluence, Miro, Notion, Adobe Target
- **Analytics:** SQL, Power BI, Tableau, Adobe Analytics, Google Analytics, KPI tracking
- **Business Readiness & GTM:** Go-to-market strategy, change impact assessment, product vision & roadmap, OKRs

WORK EXPERIENCE

Product Designer (UX/UI), Adobe Inc. — India

March 2026 – Present

- Led end-to-end UX design and high-fidelity prototyping of Sales Qualifier, an AI-powered B2B sales assistant; **sole designer across 30+ features in 4 months**, spanning SDR workflows, AI reply management, admin tooling, and onboarding; reduced product backlog by **40%**.
- Designed a multi-step Outbound Workflow creation experience, audience targeting with AND/OR rule builder, AI-generated criteria, email touchpoints, and meeting booking reducing a complex setup process into a guided linear flow; improved onboarding bookings by **35%**.
- Built an AI-powered Email Outbox with reply management, cadence controls (pause/resume/regenerate), and failure states, balancing automation with seller trust; decreased average reply time by **46%**.
- Designed bulk prospect enrollment and **3-step CSV import wizard** (upload → field mapping → review/reassign flagged rows), reducing manual data entry friction and saving BDRs an estimated **10 hrs/week**.
- Ran **A/B layout experiments** across homepage widget variants (V1/V2) to evaluate competing information architectures, enabling evidence-based design decisions
- Conducted a full **Spectrum 2 compliance audit**, resolving inconsistencies in colour tokens, icon patterns, and interactive components across the codebase; established voice and terminology standards across all user-facing surfaces
- Won **Gen AI Hackathon 2026** with PM Snippet Vault, an Electron desktop utility designed for minimal-friction AI prompt access, selected as top submission among competing teams
- Collaborated with product, engineering, and data leads across **weekly sprint cycles**, managing design delivery via Jira and Miro across multiple concurrent workstreams

UX/UI Designer, Freelancing — Remote

January 2024 – November 2025

- Designed a **0-to-1 customer acquisition platform** using Figma, delivering wireframes, interactive prototypes, and high-fidelity mockups across **15+ sprint releases**
- Established a **scalable design system** with reusable components, reducing design-to-development handoff time and ensuring cross-functional consistency
- Conducted usability testing with **200+ users**, applying behavioural research to increase engagement by **40%**
- Presented interaction flows and design rationale to C-suite stakeholders across **20+ strategic reviews**, championing user-centred design prioritization

Product Specialist (Digital Assets), Lloyds Banking Group — London, UK

March 2023 – December 2023

- Owned interaction design strategy across **225+ digital touchpoints**, establishing scalable design patterns used across global teams for brand and UX consistency
- Drove **30+ A/B tests**, translating insights into 80+ interaction specifications that reduced design-to-development handoff time by **30%**

- Applied mixed-method research (user interviews + behavioural analytics) to inform evidence-based design decisions
- Drove product adoption and **£400K pipeline growth** through personalised messaging and integrated marketing activation across CRM, email, and digital channels
- Mentored content designers and junior analysts, providing performance coaching and supporting their delivery across concurrent workstreams

Product Analyst (Credit Risk), Lloyds Banking Group (Blackhorse) — Cardiff, UK

May 2022 – March 2023

- Unlocked **£180K efficiency gains** by reducing credit decisioning time by 22% through API-led risk platform requirements
- Built real-time performance tracking SQL and Power BI dashboards, driving a **14% increase** in stakeholder adoption
- Increased customer LTV by **£220K** through a 20% increase in retention via inclusive lending programme requirements

Customer Experience Specialist, Lloyds Banking Group — London, UK

November 2021 – May 2022

- Reduced delivery cycle time by **30%** by implementing rapid iteration processes and growth experimentation frameworks informed by user feedback and behavioural analytics
- Increased digital adoption by **14%** by analysing user journeys and competitive offerings, optimising web content and onboarding communications across multiple touchpoints

Customer Operations Analyst, Punjab National Bank — India

August 2017 – March 2020

- Grew an **INR 250 crore portfolio** by scaling customer acquisition from 8,000 to 25,000 accounts, increasing engagement by 40% through optimised service operations
- Led the 0-to-1 GTM launch of PNB One, a digital product in India, achieving **16% user acquisition in Q1** (4,000+ users, £500K in deposits)

COURSES & CERTIFICATIONS

- Mobile and Web Design, User Interface/User Experience (UI/UX Design), HTML, and CSS
- Visual Elements of User Interface Design: CalArts Extended Studies
- Product Owner Certification + Scrum Master & AI

EDUCATION

- **MSc Banking and Finance (Distinction)**, Queen Mary University of London — 2021
- **Master of Commerce (Gold Medalist)**, University of Lucknow — 2015
- **Bachelor of Commerce**, University of London — 2012