Aayush Kriti

UX Designer

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SUMMARY

UX designer on enterprise B2B SaaS, covering onboarding, integrations, validation workflows and AI-facing surfaces. I take dense products end to end, from research and IA to shipped high-fidelity design, plus brand and visual identity work.

EXPERIENCE

IBM India Pvt. Ltd., Gandhinagar · UX Designer Jul 2025 – Present

- **EWM modernization, discovery to design:** ran background and competitive research (EWM vs. Polarion ALM), stakeholder mapping and interviews, and screen mapping across the Engineering Workflow Management web client to define the to-be information architecture. With research complete, now designing low-fidelity screens across the core modernized flows.
- Led the redesign of the end-to-end **MaaS360 onboarding and device-enrollment** experience, a multi-screen setup wizard spanning device type, platform configuration (Apple ADE, Android Enterprise) and authentication (SAML, Microsoft Entra ID), as the sole designer alongside a PM and five engineers.
- Rebuilt **AppConnect**'s file upload and download flow from a multi-step process into a single guided task.
- Designed the interface for the **AppConnect MCP Server**, one of the product's first MCP-enabled surfaces, extending the platform into agent-driven integration use cases.
- Designed the MaaS360 **Certificate Delivery Dashboard**, giving admins one view of delivery status instead of logs.
- **AI product work:** prototyped a Carbon-compliant LLM provider selection flow for a watsonx product, and ran design QA on the Test Generation Agent (IBM ETM).
- **AI in the process:** embedded Figma Make, Claude and Copilot-style generation across the PDLC, and built IBM Bob skills that automate repetitive production (regenerating ELM splash screens across 15 locales each release) and research synthesis. AI handles breadth and production; framing, IA and final interaction calls stay hand-driven, because generated flows drift toward generic patterns.

IBM India Pvt. Ltd., Gandhinagar · UX Design Intern Jan 2025 – Jul 2025

- Designed the **Model Validation Suite** in IBM Rhapsody (ELM), which runs automated integrity and compliance checks on models before handoff. Made automated results legible and actionable: defined validation states, error states that show what failed and how to fix it, and reviewer flows so engineers could inspect, trust and resolve flagged issues earlier.

Webenza, Bangalore · UX/UI Design Intern Apr 2024 – Jul 2024

- Designed responsive web experiences for clients including Salesforce and ACL Digital.

Qariyb, Dallas, US (Remote) · UX/UI Designer Mar 2023 – Jun 2023

- Redesigned the Qariyb web platform through a mobile-first rebuild: **+30% session time, –15% bounce rate, +50% mobile traffic.**

EDUCATION

M.Des, User Experience · Avantika University (MIT-ID), Ujjain · CGPA 8.22 2023 – 2025

BVA, Graphic Design · LISAA School of Design, Bangalore · CGPA 7.80 2019 – 2023

SKILLS

Design & brand: Figma, Framer, Illustrator, Photoshop, InDesign, Mural · logo and brand identity systems, brand guidelines

Front-end & AI: HTML, CSS, JavaScript prototyping · Figma Make, Claude, Claude Design, IBM Bob, Copilot, Lovable, Bolt.new

Research & methods: Interviews, stakeholder mapping, competitive analysis, usability testing · IA, user flows, prototyping, WCAG

Systems: IBM Carbon Design System; authoring a SysML v2 icon set for Carbon library submission