

# AYUSHI VARMA

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## CAREER PROFILE

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Principal Product Designer with **8+ years** of experience in **mobile and web-based fintech products**. Expertise in **0-1 product development, design strategy, and user research**, driving adoption and engagement through seamless, data-driven experiences. Passionate about **financial inclusion, accessibility, and AI-powered design solutions**.

## COMPETENCIES AND TOOLS

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**Design and Research:** Product Design Direction, Information Architecture, Interaction Design, Design Systems, User flows, Prototyping, Qualitative/Quantitative Research, User Testing, Customer Workshops, Quality Assurance

**Tools:** Figma, Adobe Suite, Azure, Clarity, PowerBI, MS Office, Miro, nCino, CRM, Oracle, Javascript, HTML5, CSS3

## PROFESSIONAL EXPERIENCE

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### *Principal Product Designer • AgFirst Farm Credit Bank*

*09/2018 - Present*

- Designed and launched a **0-1 mobile banking** experience for borrowers, increasing mobile engagement by **40%**, generating **\$31.5M in new loans** within a year and **reducing** support tickets by **65%**.
- Led **end-to-end UX strategy** for ConnectFirst, a multi-platform **SaaS financial dashboard**, driving a **100% adoption rate** and **92%** improvement in loan servicing efficiency by conducting user research, designing wireframes and prototypes, and collaborating with cross-functional teams for seamless implementation.
- Established and launched the first atomic **design system** in Figma, achieving **80%** consistency across products and boosting team efficiency by **75%**.
- **Recruited and onboarded** 11 designers, implemented RACI metrics, defined validation criteria's for design flows, managed licensing for 4 UX/UI tools, and fostered a **design-forward** culture.
- Developed **UX/UI strategies and roadmaps** aligned with product OKRs, leveraging agile sprints informed by user insights, resulting in a 15% increase in stretch goal achievement.
- Advocated **user-first design principles** through quarterly lunch-and-learns, storytelling, and data-driven insights, securing buy-in for **AI-powered lending solutions** and **accessibility enhancements** across product, marketing, engineering, and leadership teams.

### *Product Designer • Select Computing Inc.*

*07/2018 - 09/2018*

- Created the **end-to-end design** of a healthcare web platform, from wireframes, information architecture, market research to high-fidelity prototypes, based on extensive **research and user interviews**.
- Conducted **monthly UX training** sessions for product teams to enhance understanding of **design thinking** and improve collaboration with engineering teams.

### *Product Development Intern • Sparksoft Corporation*

*06/2017 - 05/2018*

- **Redesigned MockSpider**, a virtual integration tool, improving user experience through **usability testing** and iterative design refinements.

### *UI/UX Design Intern • Scientific Systems and Software International*

*06/2017 - 12/2017*

- **Revamped mobile and desktop UI** for XPD Office, resulting in a **40% increase in task completion rates**.

## EDUCATION AND CERTIFICATIONS

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Nielsen Norman • **UX Certified**

*11/2023*

University of Maryland, Baltimore County • **M.S. Information Systems (HCC)**

*05/2018*

Acropolis Institute of Technology • **B.E. Computer Science**

*06/2016*