

## Naveeta Goswami

Senior Product Designer

Portfolio link: [www.naveetagoswami.com](http://www.naveetagoswami.com) | LinkedIn: [linkedin.com/in/naveetagoswami](https://www.linkedin.com/in/naveetagoswami) | Number: +91 7409397186 | Email: [goswaminaveeta@gmail.com](mailto:goswaminaveeta@gmail.com)

### Professional Summary

Senior Product Designer with 5+ years designing enterprise-scale platforms that simplify complex workflows for non-technical users — specialising in AI-assisted design, design systems, and content-driven UX. Hands-on with Cursor, Claude, and Figma to rapidly prototype and iterate without sacrificing craft. Led end-to-end UX for products impacting 10,000+ users, with a track record of driving adoption, reducing engineering dependency, and shipping measurable outcomes.

### Experience

#### Senior Product Designer (UI/UX) – Infosys

##### Client-Axis Max Life Insurance

2024 – Present

##### mSpace (Seller Platform)

- Led end-to-end design for a mobile seller platform supporting pre- and post-sales workflows.
- Simplified navigation through iterative wireframing and prototyping, validated via usability testing and A/B testing with 10k+ sellers, KPI tracking and learning flows, reducing cognitive load and improving task efficiency.
- Achieved **95% user adoption within 2 months** and **90% satisfaction** through iterative usability testing.
- Presented design rationale directly to client stakeholders at Axis Max Life Insurance, aligning UX decisions with business goals

##### Admin CMS Platform

- Architected a component library and design token system in Figma, enabling consistent design across seller-facing products and reducing design-to-development friction.
- Enabled non-technical teams to independently publish content, reducing engineering dependency and turnaround time.
- Improved operational efficiency through real-time content sync with production apps.

##### POSV Verification Flow

- Redesigned mobile verification with real-time video and WCAG 2.1 accessibility compliance.
- Reduced verification time by **40%** and increased completion rate by **35%** through usability-led iterations.

#### ContentBridge – Self-Initiated Project (2025)

- Designed a speculative self-serve CMS for YouTube OTT media partners — covering end-to-end UX including information architecture, content modeling, metadata workflows, and publishing pipeline design. Leveraged AI-assisted tools throughout the design process to accelerate research synthesis, prototype generation, and workflow automation.

#### Product Designer (UI/UX) – Trigent Software

##### Client-Axis Max Life Insurance

2023 - 2024

##### mQuote – Competition Cracker (Seller Tool)

- Led UX research, ideation, user flows, and end-to-end design for a competitive product comparison feature, validated through A/B testing and iterative usability reviews.
- Enabled sellers to evaluate Axis Max Life products against competitors, simplifying complex comparison flows for faster, more confident decision-making.
- Improved engagement with a **66% click-to-completion rate**, with adoption increasing steadily post-launch through iterative UX improvements.

#### Visual & UX Designer – IOTA Furniture

2020 – 2023

- Designed the brand website from scratch — owning end-to-end visual direction, information architecture, and user flow to drive product discovery and online engagement.
- Conducted direct customer conversations to inform design decisions, translating user feedback into iterative improvements across web and marketing touchpoints.
- Produced 10–15 monthly creatives per brand guidelines, maintaining visual consistency across digital and print channels while adapting messaging based on campaign performance.
- Collaborated cross-functionally with sales and marketing to align design output with business goals and user needs..

### Education

#### Bachelor of Design (B.Des)-Accessory Design

National Institute of Fashion Technology • 2016 - 2020

#### Diploma in UI UX Design

Indian Institute of Art and Design • 2023 - 2024

### Skills

**Design:** Product Design, UX Design, Interaction Design, Visual Design, Mobile App Design, Enterprise UX, Responsive Design, AI-assisted prototyping, Micro-interactions

**UX Methods:** UX Research, Usability Testing, Wireframing, Prototyping, User Flows, Information Architecture, Design Thinking, A/B Testing, WCAG 2.1 Accessibility, Design Systems, Design Tokens, KPI-driven design, Visual specifications

**Tools:** Figma, Miro, Framer, Adobe Illustrator, Photoshop, Claude, Cursor (learning)

**Collaboration:** Cross-functional collaboration, Stakeholder management, Developer handoff, Design governance