

Ashutosh Vatsha

Usability Design, Strategy & Management

CONTACT

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PROFILE

With 9+ years of experience establishing & scaling UX operations for healthcare, AI, enterprise cloud platforms & government initiatives. Translating high-level business goals into scalable design systems.

EXPERIENCE

UX Lead 2023-Present

Yotta Data Services, New Delhi

- Direct collaboration with Product Managers & Engineering Heads to define PRDs & prioritize features based on usage impact & technical feasibility.
- Strategic Product Launch: Directed end-to-end Strategy for Yntraa, Shakti Cloud (Cloud Vending Platforms) & MyShakti.ai.
- Human Centric AI: Designed trust-building interfaces for "black box" AI models on MyShakti.ai, introducing explaining ability features that increased customers' trust for supporting resources & GPUs.
- Government-Scale Deployment: Led the design architecture for the National Informatics Centre (NIC), ensuring accessibility compliance & seamless navigation for massive user bases.
- Design System Leadership: Established unified design system across 4+ product lines, cutting design-to-development handoff time by 40% & ensuring consistent branding across AI & Cloud.
- AI-Driven UX Optimisation: Pioneered integration of GenAI tools into the design workflow, utilizing automated content generation & predictive UI patterns to accelerate the prototyping phase by 2x.

IndiQus Technologies - acquired, New Delhi

- Web Design & UX: Designed & developed apiculus.com website showcasing case studies & features.
- Design System: Built WCAG-compliant design standards for Apiculus Cloud Portals, increasing trust & attracting buyers.
- UI & UX: Instituted UX practices to improve feature adoption rates & cohesive experience without compromising on scalability.
- Achieved UX ROI: Maintained enterprise client base via UX-led solutions for Airtel, Spectra, Sri Lanka Telecom & Yotta.
- UX Optimization & Alignment: Published Voice & Tone Guidelines to standardise client interactions across all channels.

Senior UX Lead 2021-2023

MedCords Pvt. Ltd., Kota

- Designed & developed the current version of Aayu - Android (10L+ downloads), HealthEdge fmr. Aayu Chemist - Android (1L+ downloads), Aayu.app - PWA & all relevant web experiences.
- UI & UX: Identified fulfilment drop-offs in medicine orders by creating "Nearby Chemists" flow, resulting in ~60% less drop-offs.
- UI & UX: Built the e-commerce experience to increase presence of D2C brands & local medicine distributors on HealthEdge app.
- Workflows & Documentations: Conducted user testing & created reports with comprehensive design documentations.
- Enhanced products with Google for Startups Accelerator.

Senior Designer & Consultant 2019-2021

Lemontree Media Works Pvt. Ltd., Pune

- Web Design: Developed end to end php, HTML webpages, CMS, experiences with static & dynamic CSS/JS & visuals for businesses like, L.G., Bosch, HairDoc, DY Patil University etc.
- Visuals & Illustrations: Worked on compositing for digital & print media work like social media creatives, webpage designs, emails & newspaper ads, flyers, standees & packaging.

Staff Product Designer 2018-2019

Trequila Adventures, Pune

- Web Design: Created initial user journeys & scalable web interfaces & sitemap for online trip or event booking systems for corporates.
- Visuals & Illustrations: Designed the brand logo, email templates, & illustrations to set the branding across with palette.

SKILLS

Core UX

UX Strategy & Vision
Accessibility (WCAG)
Design Systems
Stakeholder Mgt
UX Metrics & ROI

Execution

User Research & Testing
Information Architecture
Interaction Design
Prototyping
UX Writing

Tools

Figma, FigJam, Adobe CC, Axure RP
HTML/CSS
AI-assisted design tools

CERTIFICATIONS

Introduction to Large Language Models (2026)
Google

CUA - Certified Usability Analyst Training (2024)
hfi - Human Factors International (ISO Certified)

Perception and Memory in HCI and UX (2024)
Interaction Design Foundation - IxDF

Design Thinking: Customer Experience (2022)
Geoffery Schwartz & frog | LinkedIn

User Experience (UX) Design Professional Certificate (2022)
Google | Coursera

AI Essentials (2024) | Enterprise Design Thinking Practitioner (2020)
IBM

EDUCATION

B.Des in Product Design
(2014-2018)
Symbiosis Institute of Design, Pune