

Priyanshi Mathur

Product Designer | Enterprise SaaS | AI Products | B2B & B2C Platforms

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Professional Experience

Inspironlabs | Product Designer | June 2025 – Present

- Led the end-to-end (0→1) design of an AI-powered restaurant operations platform for a Canada based restaurant management product.
- Designed production-ready dashboards, audit logs, CSV validation, recovery workflows, and role-based access to simplify operational monitoring and self-service issue resolution.
- Supported business outcomes including 20+ locations using the platform and 35% efficiency increase in inventory management after implementation.
- Redesigned a four-step provider enrollment workflow by improving information architecture, visual hierarchy, and form usability. Conducted system usability skills testing to validate the solution, reducing task completion time by 42%, and improving the overall user experience by 20%.
- Expanded the Form Builder with configurable agreement signing and advanced search capabilities, increasing administrator satisfaction by 28% and operational efficiency which used to take 7-10 working days and now 15 minutes.
- Designed a configurable Business Rules Engine enabling operations teams to manage business rules without engineering support.
- Architected a configurable communication management framework across Email, SMS, and WhatsApp with automated delivery rules.
- Built the organization's first Design System from the ground up, establishing reusable components, design foundations, and documentation that improved design consistency and development efficiency.

Koshex (YC-S21) | Product Designer | December 2022 – May 2025

- Designed end-to-end web experiences for investment products including Mutual Funds, PMS, AIF, Fixed Deposits, and Digital Gold.
- Led UX for pre-login, onboarding, and authentication journeys, increasing onboarding by 20%.
- Conducted user research, stakeholder interviews, and usability testing to validate design decisions and improve engagement and retention by 45%.
- Curated and evolved the design system across products.
- Redesigned the holdings experience and mutual fund investment flows after finding out drop-off post release v1 in the mobile consumer application

Core Skills

Product Discovery • UX Research • Usability Testing • Information Architecture • Interaction Design
• Wireframing • Prototyping • Design Systems • Dashboard Design • Enterprise SaaS • AI Workflows
• Cross-functional Collaboration • Gen AI

Tools

Figma • Framer • Adobe Illustrator • Photoshop • After Effects • Jitter • Claude Design • Claude Code

Education

Bachelor of Science (2018–2021)

10K Designers Product Design (2022)