

Vishwam Pathak

Senior Product Designer, Dublin, Ireland

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Visa : Join Family Stamp 1G (No visa sponsorship required)

I'm a Senior Product Designer with 7 years of industry experience leading end to end, customer facing and B2B products across finance, insurance, travel and government platforms. At Irish Life, I led design for a conversational AI financial co-pilot, now serving ~ 110k monthly users. At Accenture, I led the booking management experience for Saudia Airlines for 30M+ passengers (iDF best UX award winner, Webby Honoree) for their iOS app and scaled the design system for Qatar's Hukoomi government platform. I partnered closely with product and engineering from research, prototyping to launch and have mentored 40+ UX designers into industry roles.

Work Experience

Irish Life (Finance and Insurance), Senior Product Designer

Sept 2025 to March 2026 | Dublin, Ireland

- Designed end to end financial well-being journey, from proactive discovery to AI guided exploration through to advisor booking journey, serving 110k MAU.
- Led design for product adoption, discoverability and in-product nudges for AI coach.
- Architected AI interaction patterns using tool-calling frameworks to deliver quizzes, financial calculators, and compliant external linking with built-in safety and regulatory guardrails.
- Defined AI co-pilot's scope and handoff rules, establishing when it answers, guides or escalates to a financial advisor.
- Partnered with product, engineering, marketing & data science team, resulting in 71% adoption rate and 43% increase in appointment booking for financial advisors across a 6 month period.
- Created a design system for AI components, compatible with WCAG accessibility.

Accenture (Digital Innovation), User Experience Team Lead | Jun 2019 to Feb 2025

User Experience Team Lead, Nov 2023 to February 2025 | Bangalore, India

- Led design for the scalable design system for the Hukoomi, Government of Qatar's eService platform, creating 65+ components in web and mobile across 25+ government ministries. The design system reduced sprint delivery time by 13% by increasing delivery and execution speed.
- Led design delivery and research workshops for Volvo and its EV truck fleet vertical. Envisioned edge cases for transport delivery of 100+ truck fleet and led the reduction in delivery time by 13%.

Senior Product Designer, Jun 2021 to Nov 2023 | Bangalore, India

- Designed Saudia Airlines trip management journey for their iOS app, reducing passenger check-in times to under 1 minute.
- Led end to end UX process for their booking retrieval, trip summary and modification journeys, with 58+ airlines benchmarked and delivered 121+ services. Achieved a rating of 4.6 on the Apple app store.

User Experience Designer, Jun 2019 to Jun 2021 | Bangalore, India

- Conducted UX heuristic audits and workshop for Microsoft Exchange Admin Center. Improved CSAT ratings via UX updates 3.6 to 4.1 in 2020, Q1.

Pearl Academy & École Intuit Lab, 2022, Visiting Faculty

- Taught UX foundations and advanced digital product design to 40 post-graduate students.
- Collaborated in curriculum development for the design education module.
- Served as project evaluation juror, providing comprehensive grading.

Skills

Design: AI Product design, Conversation design, Visual Design, Agentic experience, Interaction design, Human Centered design, UX Design, Information Architecture, end to end product design, Wireframing, Prototyping, Design System, Multi-Device design, Accessibility (WCAG), B2B SaaS, User flows.

Product & Growth: Product strategy, Product Roadmapping, OKRs & KPI, Conversion Design, Funnel Optimization, Retention Strategy, Growth Metrics, A/B testing

Research: User research, User interviews, User testing, Service Blueprinting, Customer Experience research, Competitive analysis, System thinking, Benchmarking, Ethnographic & Field studies, Data-Informed Design

Leadership : Stakeholder management, Cross-functional Collaboration, Business management

Tools : Figma, Cursor, Visual Studio code, FigJam, Miro, Jira, Claude, ContentSquare, Vercel, Windsurf, Lovable

Courses and Certification

- **AI for Strategic Decision Making, Section**, 2026
- **Evil by Design: Persuasion in UX** , **LinkedIn**, 2023
- **Systems Thinking for Product Designers**, **LinkedIn**, 2023
- **UX Foundations: Multidevice Design**, **LinkedIn**, 2023
- **Mobile User Experience (UX) Design, Interaction Design Foundation**, 2021

Education

- **BA in Communication Design, Pearl Academy** | 2015 - 2019
- **Higher Secondary School**, Delhi Public School, Bangalore (E) | 2013 – 2015