Vishwam Pathak

Senior Product Designer, Irish Life

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

I am a Senior Product Designer with 6+ years of experience specializing in designing for AI products, Interaction design, Service thinking, and Design systems. I have led service and experience transformation for one of the largest Irish insurance and investment providers, for governments in the middle east, & a major airline serving 30+ million passengers. My approach turns uncertainty into tangible digital solutions, addressing culture, business, and technology. I am passionate about UX & I've mentored 40+ students as a visiting faculty. I champion customer-centric, responsive & adaptive design, drive user research, create wireframes and lead with clear communication and collaboration. My expertise lies in problem-solving products that balance critical thinking and business value.

Core Skills

Design : Design for AI, Interaction design, UX design, Information architecture, Journey mapping, Personas, UI design, QA, Design Systems, Design thinking, CX, Multi-device design, Service Design, Product Strategy, Human centred design, System thinking, Accessibility, Usability Testing.
Product & Growth: Product Roadmapping, OKRs, Funnel Optimization, Retention Strategy, Conversion Design, Growth Metrics, KPI Definition.
Research : User research, User interviews, Service Blueprinting, Customer Experience research, Competitive analysis, Benchmarking, Field studies, Shadow studies, Design workshops, Ethnographic Study, Qualitative & Quantitative Research, Data-Informed Design, ContentSquare
Soft skills : Leadership, Stakeholder management, Collaboration, Ownership, Business Acumen

Professional Summary

Senior Product Designer at Irish life, Dublin, 2025 - Present
Product & AI design lead: In my role as a Senior Product designer, I am responsible for building the AI capability for Irish Life inside its Financial Advice domain. *(Sept 2025 – Present)*

- **Objective** - How might we leverage artificial intelligence to help Irish Life customers in their Financial, physical & mental well-being by engaging them in a conversational AI space to assist them in their discovery and learning phases.
- Led the end-to-end design of an AI-powered financial guidance system within Irish Life's B2C portal using OpenAI GPT-4.2, driving a significant increase in qualified lead generation through optimized AI onboarding flows and personalized financial discovery journeys
- Conducted competitive benchmarking of best in class generative AI platforms (OpenAI, Perplexity, Gemini) to shape conversation design, UX patterns, onboarding flows and build user trust.
- Partnered with commerce, innovation, data science and prompt engineering teams to define 9 strategic entry prompts guiding users into personalised financial discovery and education journeys.

- Designed and scaled core AI-driven experiences, including advisor appointment booking, personalised recommendations, conversational memory, intelligent navigation, and structured feedback systems, contributing to a 43% monthly engagement rate, with 72% desktop users and 28% driven on Mobile.
- Architected AI interaction patterns using tool-calling frameworks to deliver quizzes, financial calculators, and compliant external linking with built-in safety and regulatory guardrails.
- Established a scalable GenAI design system aligned with WCAG accessibility standards, token-based design, and enterprise UX governance models.

Experience design team lead at Accenture India, 2019 - 2025

Design System Lead: Qatar - Qatar's Digital Government of Factory aims to centralize access to governmental services for its citizens. My role was to lead the design system team & design Qatar's visual design system. *(Dec 2023 – Jun 2024, 07 months)*
- **Objective** - How might we transform a decentralized, paper-based government service platform into a scalable, token-driven digital hub by designing a cross product design system to help citizens & service teams access consistent, accessible and efficient experiences across government touchpoints.
- Built foundation and component libraries, improving team productivity by 13%.
- Developed a tokenized library with dark mode support and comprehensive documentation.
- Suggested vast use cases for components created by the visual design team to make components accessible & develop the design system that can scale.
- Created comprehensive structure & format for 65+ components across 2 different device platforms (iOS & Web)

Product Design lead: A large Swedish automobile company - The client has introduced fleets of eV trucks in the transportation industry. My role was to lead the digitalization of public charging services for EV trucks fleets. *(Aug 2024 – Nov 2024, 04 months)*
- **Objective** - How might we design a scalable, secure digital platform for EV truck fleets that standardizes charging schedules and authentication across public charging networks, so that fleet operators are provided reliable access, real-time visibility, and accurate charging data for efficient and large-scale operations.
- Led design thinking workshops, user testing and implemented proof of concept solutions, improving delivery rates by 6%.
- Envisioned edge cases for charging authentication & designed journeys for fleets as big as 100+ trucks. Designed wireframes, visual design screens and service design features.

Senior Product designer: Saudia Airlines – Saudia is introducing its flagship airlines & its digital services across multiple platforms. My role was to design booking services for Saudia air travel on an iOS mobile app. *(Jul 2022 – Jan 2023, 07 months)*
- **Objective**: How might we modernize Saudia Airlines legacy travel infrastructure by creating a scalable multi-platform digital ecosystem so that the airline improves operational efficiency, increases customer satisfaction and establishes itself as a best-in-class global carrier.
- As a Senior Product designer, I championed features that assisted travellers in their pre-flight experience of managing their bookings.
- I drove the creation of information architecture, user-flows & rapid iteration of Prototypes and MVPs for usability testing based on the data we received.
- Benchmarked 58 airlines to optimize booking management features across key UX metrics.

- The design team created the app for 121+ services & achieved a rating of 4.6 in the iOS store.

User experience designer – Microsoft - B2E – Designing for incremental improvements & introducing features to reduce feedback tickets & increase NPS score for Microsoft's Exchange Admin centre – EAC (SaaS platform) *(Aug 2021 – Jun 2022, 10 months)*
- **Objective** – How might we <u>improve Microsoft Exchange Admin Centre (EAC) to improve Outlook's operational functions</u> by focusing on improving NPS through UX audit and platform refinements.
- Conducted a UX audit on Microsoft's EAC website using VIMM & NCPI evaluation models.
- Created visual designs for features about adding rules in outlook mail & for adding managing admin access on different devices
- Designed a complete service flow & visual designs for the "Cross-migration of data" feature between two organisations.

Volunteer work

UI/UX Visiting Faculty - Pearl Academy Bangalore & Ecole Intuit Lab Bangalore *(Pearl - Aug 2022 to Nov 2022, 4 months & Ecole - Jan 2024 to May 2024, 05 months) (Volunteer Role)*
- Taught UX foundations and advanced digital product design to 13 post-graduate students.
- Collaborated in curriculum development for the module to develop career readiness in students.
- Served as project evaluation juror, providing comprehensive grading.

Education

- **Bachelor's of Communication Design |** 2015 - 2019
  Pearl Academy Mumbai, India
- **Higher Secondary School |** 2013 – 2015
  Delhi Public School, Bangalore East, India

Courses and Certification
• 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
• Finalist – HP Changemaker & Indiefolio design bootcamp - Sep 2019
• S.T.E.A.M school, Makers Asylum, Mumbai - Feb 2018

Tools
Design Tools- Figma, Fig-jam, Content-Square, Confluence, Miro, Adobe Creative Suite, Microsoft Office Suite.
AI tools- Ulzard, Open AI, Perplexity, Gamma, Weavy, Napkin, Lovable, Figma Make.