



Koushik Bysani

Product Designer

(Gen AI Experienced)

“ Every great design begins with an even better story. ”

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Educations

Product Design

The design Village. Masters

(July 2018 – July 2020)

Mechanical Engineering

Sathyabama University. BE

(June 2014 – April 2017)

Certifications

Designing Accessible Components In Figma

https://www.linkedin.com/learning/certificates/ab6a735e729f1dced5764d09608ef267e365bd446d81aea1b69210746b79a6a3?trk=share_certificate

UX Deep Dive: Usability Testing

https://www.linkedin.com/learning/certificates/c71887d7582e5b45c1b982d4d910cf3160a0eb6553ca8888c73736aea4cc28be?trk=share_certificate

Auditing Design Systems for Accessibility

https://www.linkedin.com/learning/certificates/9ba2c3771832bae30e72545297d6fd9dd49128ee7895f8f4ea8f3a69f26d55d4?trk=share_certificate

Interaction Design Capstone Project

Elementary

Personal Statement

“ I'm a mid-level product designer with experience across different platforms like SaaS, CCaaS, healthcare, OTT, and automotive. ”

I've worked through the entire design process—strategy, user research, design, and usability testing—bringing a human touch to every product I build. With a strong eye for aesthetics and deep expertise in human behavior and biosensor platforms, I use research methods like usability and eye-tracking studies to evaluate and refine designs.

I'm passionate about solving problems creatively and collaborating with senior leadership to craft products that are not just beautiful but also intuitive and impactful. Passionate about exploring new technology and software, I'm always eager to learn and integrate the latest tech trends into my work. Inspired by art, I strive to merge creativity with technology, crafting products that are not only beautiful but also intuitive and impactful.

Experience



Senior Product Designer

SuccessKPI

February 2023 – Present

Chantilly, Virginia, United States – Remote

- Managed the design of **100+ feature** enhancements across the CCaaS platform, including **Workforce Management features** such as Time-Off Management, Forecast Creation, Schedule Creation for Agents, and Schedule Exceptions—improving user experience, service efficiency, and security standards.
- Designed **end-to-end product features**, from concept development to high-fidelity prototypes, ensuring seamless user experiences.
- Worked closely with **business leadership, product managers, engineers, and developers** to align designs with business goals and data-driven insights.
- Collaborated one-on-one with customers to gather requirements and translate them into intuitive design solutions.
- Partnered with the development team to build applications from scratch, ensuring that the features are **90% on-time delivery** within estimated timelines.
- Operated in an Agile environment, leading UX design initiatives across multiple applications, driving a **50% increase** in user satisfaction by aligning customer needs with business objectives.



Senior UX designer

Tata Elxsi

Oct 2015 – Mar 2020

Bengaluru, India

Clients: Apple, MBC, COMCAST, 3M (Neogen)

- Delivered end-to-end UX solutions for client projects, achieving a **95% project success rate**, consistently hitting **100% monthly targets**, and boosting **customer retention by 25%**.
- Worked closely with **clients, developers, and product managers** to gather actionable feedback, leading to multiple design iterations that enhanced user experience and product performance.
- Leveraged emerging design trends and data-driven insights to refine solutions and align them with business goals.

Project: CITADEL (Software Security Web Application)

- Led the UX process from user flows and wireframes to high-fidelity prototypes resulting in a **90% improvement** in usability.
- Actively collected and integrated feedback from clients, developers, and product managers, refining designs through multiple iterations and enhancing stakeholder alignment by **40%**.
- Collaborated daily with other designers, development teams to ensure a scalable and interactive product.
- Utilized usability analytics and A/B testing to optimize design components and improve overall performance.

Project: MBC+ (OTT App & Web Design System)

- Designed an OTT application and a web-based design system that increased user engagement by 15%.
- Developed an Android self-care app tailored for Middle Eastern users, **driving a 30% increase in adoption**.
- Collected iterative feedback during the design process, integrating insights from UX research and stakeholder reviews to **reduce onboarding friction by 20% and drop-off rates by 10%**.
- Collaborated with regional experts to ensure designs resonated culturally with target users.

Project: COMCAST – The Maximizer (Automated WiFi Testing Tool)

- Crafted a web-based tool for automated WiFi testing, boosting operational **efficiency by 35%**.
- Partnered with engineering, UX, and visual design teams while continuously gathering feedback from product managers and developers to streamline the design process.
- Streamlined design handoffs to development teams, **accelerating product launch cycles by 10% and reducing post-launch support tickets by 15%**.

Honors & Awards

TATA ELXSI – EXTRA MILE AWARD

performance & contribution Award – Nov 2023

TATA ELXSI – SPotlight Award

performance Excellence – Enhancing UX Design – OCT 2023

Skills

UX Skills

Design & UX Strategy

Product Vision & Strategy

Market Research

Industry Study, Business Study, Ecosystem, Business Definition, Business Case & Goals.

Primary Research

Surveys, User Interviews

User Research

Surveys, User Interviews

Analysis

Sentiment Analysis, Experience Analysis, Thematic Analysis (Information Architecture – Affinity Mapping and Card Sorting).

Persona Creation

Definition & Validation.

Task Flows

Sketching & Story Boarding

User Stories, User feelings, User touch points

Information Design

Architecture Design

Wireframing

User Thoughts, User Needs, User Creations

Visual Design

Graphics, Colours, Visuals , Touch and feel

Interface Design

UI Components Libraries, Guidelines, Golden Ratio Principles,

Prototyping

Interactivity, User touch points, Flows

Usability Testing

- Qualitative – Moderated Testing, Unmoderated testing

Heuristic Evaluation

Design System

Accessibility

AI Tools

ChatGPT

Claude.ai

Gemini

Perplexity

Grok

Qwenlm

Google AI Studio

Lovable

Bolt

Blackbox



UX/UI Designer

Sensen Networks

April2021 – April 2022

Hyderabad, India

Applications: SENBOS, SENFORCE

- SENBOS – Smart Parking Surveillance (Backend Web Application)**
 - Re–designed an end–to–end backend web application using in–depth user research, achieving a **95% project success rate**.
 - Developed user flows, scenarios, and both low– and high–fidelity wireframes, delivering interactive prototypes that **improved usability by 25%**.
 - Collaborated with clients, product managers, and developers—collecting iterative feedback and driving **100% of monthly design targets**.
 - Worked closely with front–end and data visualisation teams, ensuring seamless integration and communication across cross–functional teams.
- Senforce – Smart Parking Surveillance Application**
 - Partnered with UX, Data Analytics, and Front–End teams to design a client–centric application, **leading to a 15% improvement in usability**.
 - Embedded in a scrum team to deliver clear UX requirements, design guidance, and QA support.
 - Conducted usability testing and gathered multiple rounds of feedback from developers and product managers, refining designs through several iterations.
 - Achieved high team discussion ratings for effective collaboration and clear communication of design vision.



UXUI Designer

GREEN TURTLE GAMING TECHNOLOGY

June2020 – March 2021

Hyderabad, India

Applications: Kaptian 11, Bingo

- Kaptain 11**
 - Re–designed mobile and web gaming applications using robust UX research, resulting in a **95% success rate** in meeting design objectives.
 - Created comprehensive user flows, conducted both quantitative and qualitative research, and developed detailed wireframes and prototypes.
 - Collaborated with clients and internal stakeholders, collecting actionable feedback from developers and product managers, leading to multiple successful design iterations.
 - Successfully managed projects from initial concept through launch, contributing to a **25% increase in user engagement**.



UXUI Designer

GREEN TURTLE GAMING TECHNOLOGY

August 2019 – February 2020

Hyderabad, India

- Collaborated with the Design Manager and UX team to explore user research methods and effective client communication, achieving a **95% project success rate**.
- Conducted market research and gathered quantitative and qualitative data via surveys and interviews, shaping information architecture and design concepts.
- Actively engaged in client and team feedback sessions, refining designs through multiple iterations to enhance user experience.
- Earned high ratings in team discussions for clear communication and a strong user–centric approach.

Tools
