

DRISHTI VIDYARTH

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Senior Product Designer • 4+ Years of Experience • B.S. in Informatics & Human-Computer Interaction • d.MBA Alum 2024

I've designed 5 different AI products in my 4+ years as a product designer from 0-1, defining high level product strategy and vision, designing and prototyping screens, creating comprehensive design libraries in Figma, completing user research and validation studies to inform design decisions.

SKILLS

Wireframing, Prototyping, Visual Design, Conversation Design, Gen AI design, User journey mapping, Micro-interactions, Workshops, Storyboards, AI design, Chat design, Survey design, User interviews, Usability Testing, Heuristic Evaluation, Qualitative Analysis, A/B testing, Agile methodologies, task prioritization, UI audits, cross functional collaboration, dashboards, data management, Figma, Mural, Adobe XD, Adobe Creative Suite, Airtable, Design Systems,

EXPERIENCE

Company	Role	Period
Trase	Lead Product Designer	May. 2025 - Current
	<ul style="list-style-type: none">Initiated as the inaugural product designer for the team, assuming responsibility for leading the design of AI Agents across all three verticals: Healthcare, Oil & Gas, and National Security.Established a novel design-to-implementation workflow for the team, integrating AI tools to accelerate product development by 70%.Designed seven distinct AI agents, which resulted in multi-million dollar contracts with Duke Health and the Navy.Lead end to end user experience of Trase AI Platform novel agentic AI best practices and human in the loop user interfaces to create data transparency and user autonomy.Created brand and marketing materials as well as revamp of Trase marketing site.Developed a comprehensive design system comprising over 50 components from inception and spearheaded the design of the end-to-end Trase AI Agent platform, enabling customers to monitor and customize their agents.	
Demand.io	Senior Product Designer, AI	Jan. 2025 - May 2025
	<ul style="list-style-type: none">Serve as lead designer on the AI team, spearheading the design of AI-powered shopping experiences across product portfolio reaching 500,000+ users via mobile, web, and browser extension platformsPartner cross-functionally with engineers and product managers to conduct user research, define requirements based on key insights, and deliver iterative designs while managing varying release timelinesMentor and manage a team of 2 junior designers; created and implemented a design project management system to effectively track all design initiatives company-widePioneer AI-specific design patterns addressing complex challenges including explainability, query processing states, and intuitive user feedback mechanismsDrive development of comprehensive design system in Figma, including standardized color palettes, typography, and 50+ reusable components to ensure cohesive experiences across all products	
IBM	Product Designer to Senior Product Designer	Jun. 2021 - Jan 2025
	<ul style="list-style-type: none"><u>IBM Software Design Champion Award Winner</u>Carbon for AI design system lead; built out core AI design components for both generative AI and agentic AI to be scaled and used by all products across IBM portfolio (including regenerating responses, conversation AI patterns, explainability of AI models, error handling and feedback loops)Created core experience of IBM's newest <u>Gen AI conversational AI business intelligence assistant</u> by defining high level product strategy, vision and business goals and then simplified these complex problems and needs into simple, intuitive designs.Designed end to end core user experiences such as onboarding, alerts, conversational interactions, and dashboards by building screen flows, wireframes, and then high-fidelity screens, while prioritizing ease of use, explainability, and transparency in AI utilization through the AI assistant.Lead scoping and implementation of designs for different phases by rapid, iterative prototyping based on feedback from development, product management, and research.Core member of the Carbon for AI design team where I created AI design components such as explainability, feedback loops to be scaled across all IBM products- This team won an iF design award for the AI design work.Lead design of new AI features for IBM DMC (database management console) including intelligent alerts, error handling, database monitoring, etc.Led design of Watson Orders (AI voice agent for drive thrus) storefront, an online website for restaurant owners to purchase and install and monitor the AI voice agent in their restaurants which was scaled at 1000+ stores across the country.Lead design of core features AI in IBM's latest release of the database console including AI alerts, warnings, and personalized database monitoring, and guided error resolutions.	
Epixego	Senior Product Designer	(part-time) May. 2024 - Oct. 2024
	<ul style="list-style-type: none">Led a team of interns through end to end design process with research, wireframing and prototyping, usability validation, and cross-functional collaboration resulting in the design of an innovative online mentorship course to be utilized by hundreds of students across 40 universities.Demonstrated effective utilization of design system and libraries and design components, industry best practices, and emerging design trends.. Created and maintained a design components and design system library of 50+ design components to ensure consistency and scalability.	

Telosity, Vinaj Ventures**Design Consultant**

(part-time) Jan. 2022 - Apr. 2024

- Completed design thinking workshop with 50+ attendees to demonstrate significance of design thinking in mental health technology to prioritize ethical AI use and center diverse user needs. Also advised and worked with 10+ portfolio companies on design strategies to follow a customer-centered approach driven by research to validate designs that resonate on an emotional level of youth and drive business results.

Grit Digital Health**Product Designer**

(contract) March. 2021 - Aug. 2021

- Conducted 30+ user interviews and synthesized findings by creating mental models and personas of the core users to redesign mental health platforms for college students. Used these findings along with market research to inform design
- Led 3 design workshops using Mural with a team of 10+ employees to ideate from research. From this analysis, I created user storyboards and wireframes and once I reached alignment from the team, I prototyped the new features with 20+ screens to be implemented on the platform.

PROJECTS

Accessibility for Power BI at Microsoft

- Created accessibility checker with team of 5 for Power BI that completes accessibility tests on reports to center accessibility in report-creation process
- Completed market research, competitive analysis, & 3 rounds of 15+ user interviews and synthesized findings to design the tool in Figma to follow a customer-centered approach to create a product that delivered customer delight and met business goals.

Partnerships and Podcast Lead at Mannmukti (Mental health org for south asians)

- Lead the creation of a 30 episode podcast series on various topics relating to mental health problems in the South Asian community from therapy to body image to trauma by interviewing mental health professionals.

EDUCATION

University of Washington, Seattle

Sep. 2018 - Dec. 2021

B.S. in Informatics, Human Computer Interaction

Awards: Purple and Gold Scholar, Dean's List Recipient

Coursework: Design Methods, Product and Information Systems, Value-Sensitive Design, Interactive Information Visualization, Visual Information Design

Activities: VP of Marketing at Phi Chi Theta Business Fraternity, President at Child Rights and You, User Researcher at UW Biomedical and Health Informatics (Unbiased Project)