

Rutuja Maind

Senior Product & UX Designer

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PROFESSIONAL SUMMARY

Product and UX designer with 9+ years designing **B2B SaaS, enterprise and consumer products end to end** — user research and information architecture through interaction design, high-fidelity UI and the design system underneath. Redesigned the agent console for an **AI** call-centre platform so AI-generated responses and real-time translation land in context during a live call — **cutting call handling time by 50%**. Rebuilt a government health portal into a responsive, **WCAG-accessible** experience and designed dashboards and a role-based workflow platform for a gaming operator running **1,000+ venues**. I mentor designers and run design critique.

CORE SKILLS

Product & UX: Product Design, User Research, Personas, User Flows, Journey Mapping, Information Architecture, Wireframing, Design Thinking

Craft & Scale: High-Fidelity UI, Interaction Design, Prototyping, Usability Testing, Dashboards, SaaS Platforms, Responsive Web & Mobile, Product Strategy

Systems & Accessibility: Design Systems, Component Libraries, Design Tokens, WCAG Accessibility, Developer Handoff

AI & Automation: AI-Driven Product Design, Conversational & Agent UI, AI-Assisted Design Workflows, Art Direction of AI Output, Prompt-Led Production

Tools: Figma, FigJam, Sketch, Adobe XD, Adobe CC, ChatGPT, Claude, Gemini, Jira, Confluence, Notion

PROFESSIONAL EXPERIENCE

Senior UX Designer — V2Solutions, Navi Mumbai Apr 2025 – Present

- Redesigned the agent interface for an AI call-centre platform — restructured the live-call workflow and surfaced AI-suggested responses in context — **cutting call handling time by 50%** and increasing call capacity per shift.
- Lead creative across brand, campaign and product work for healthcare, fintech and enterprise clients — concepts from brief through final production, including social, email and short-form video in one visual language.
- Art-direct AI-assisted production using ChatGPT, Claude and Gemini, reviewing every output for brand accuracy, accessibility and craft before delivery.

UX / Visual Designer — V2Solutions, Navi Mumbai Apr 2023 – Mar 2025

- Designed the Florida Department of Health's FRAME reimbursement programme — rebuilt the information architecture around the five questions applicants actually ask, delivering a responsive, WCAG-accessible experience.
- Produced marketing and sales collateral — decks, one-pagers and campaign assets — and ran design workshops turning business requirements into visual direction.

UI Designer — V2Solutions, Navi Mumbai Apr 2022 – Mar 2023

- Designed responsive web applications, dashboards and enterprise interfaces, including a centralised role-management platform for a gaming operator running **1,000+ venues** across Australia.

Associate Client Partner — Web & Graphic Designer — V2Solutions, Navi Mumbai Jan 2020 – Mar 2022

- Delivered branding, websites and digital campaigns for enterprise clients across fintech, mortgage and manufacturing.
- Produced logo and identity work, brochures, print collateral and product catalogues from concept to print-ready artwork, plus short-form brand video including the SuperIndia Composites reel.

Earlier: Freelance Graphic Designer — Inkpixels | Graphic Designer — QTC Digital Systems Pvt Ltd | Trainee Web Designer — Yardi Systems India Oct 2017 – Jan 2020

DESIGN LEADERSHIP & OPERATIONS

- Design systems:** own component libraries, variables and tokens in Figma — standards that outlast the project.
- Mentoring & enablement:** built the shared design library that sped up iteration across a six-person team.
- Stakeholder alignment:** run requirement-to-direction workshops turning business asks into visual and UX direction.
- Developer handoff:** component specs, redlines and design QA so what ships matches what was designed.
- Accessibility:** WCAG treated as a delivery gate, not a final review — carried through the FRAME public service.

SELECTED PRODUCT WORK

- AI call-centre agent console — live-call workflow with AI-suggested responses in context; **50% less handling time**.
- FRAME reimbursement portal (Florida Department of Health) — responsive, WCAG-accessible public health service.
- Role-management platform (UTOPIA Gaming, Australia) — roles and permissions across **1,000+ venues**.
- Enterprise dashboards and web applications — responsive admin, reporting and workflow interfaces.
- Mortgage and lending web design (CrossCountry Mortgage, LoanGlide) — US consumer finance products.
- FNS360 — funnel, landing pages and theme system; The Lab Monterey — membership and campaign experience.
- Lumina Datamatics, SteepGraph — enterprise software collateral; SuperIndia Composites — identity, catalogue, brand video.

EDUCATION & CERTIFICATIONS

VFX Pro — Film / Cinema / Video · Arena Animation, 2017–2018

Diploma, 3D Animation & Graphic Design · Kohinoor Technical Institute, 2015–2017

Certifications · User Experience (UX), Accessibility in Design and Mobile Application Design — IxDF, 2024 · XD Experience Design — MindLuster, 2023

Availability: Open to Senior and Lead product design roles — fully remote worldwide, or hybrid and on-site in Mumbai / Navi Mumbai. Available immediately — 15 to 30 days.