

LALIT CHOUDHARY

Principal Product Designer — AI-Driven Products | Insurance & Fintech | Design Leadership

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Portfolio: www.lalitchoudhary.com | open to: **Hyderabad / Bangalore / Pune / Remote**

PROFESSIONAL SUMMARY

Principal Product Designer with 19 years of experience shaping complex digital products across Banking, Insurance, Healthcare, Aviation, Marine Analytics and Fintech. I specialize in translating AI/ML capabilities into trustworthy, intuitive product experiences — from recommendation engines and decision-support systems to conversational AI and document intelligence.

I have built and led design teams from zero, owned product design strategy across concurrent programs, and presented design direction to C-suite stakeholders. My work has driven measurable business outcomes: \$7.8M in portfolio savings, 73% improvement in application completion rates, and 55% reduction in underwriting cycle time. I bring deep expertise in design systems, AI explainability, accessibility (WCAG 2.1 AA), and enterprise data visualization.

CORE CAPABILITIES

Product Design: End-to-end product design, interaction design, information architecture, customer journey mapping, responsive web and mobile design, prototyping, usability testing, A/B testing

AI Product Design: AI explainability patterns, human-in-the-loop workflows, conversational UI, prompt UX, decision-support interfaces, agentic system design, AI trust and transparency patterns

Leadership: Design team building, design systems (200+ components), UX governance, design ops and tooling budget, C-suite presentations, cross-functional stakeholder alignment, Agile/Scrum delivery

Tools: Figma, Adobe XD, Sketch, Miro, Axure RP, Zeplin, Hotjar, Google Analytics, Jira, Confluence

PROFESSIONAL EXPERIENCE

Principal Product Designer / UX Portfolio Lead | Xoriant Solutions | Hyderabad

April 2021 — March 2026 (5 years)

Led product design across 5+ concurrent Banking and Insurance programs within a UX Center of Excellence. Built the design team from the ground up, managed design ops and tooling budget, and established the design practice as a strategic function — presenting design strategy and product roadmap influence to C-suite stakeholders quarterly.

Design Leadership & Organizational Impact

- **Built and scaled a design team of 10 from zero** — recruited, onboarded, and mentored designers; established career frameworks, design critique processes, and AI-augmented design practices across the organization.
- **Owned design ops and tooling budget** — selected and managed Figma, Miro, and prototyping tool licenses; built ROI cases for tooling investments presented to leadership.
- **Presented design strategy to CXOs and client executives quarterly** — delivered design reviews, product roadmap recommendations, and UX maturity assessments that shaped program priorities and investment decisions.
- **Established UX governance and a reusable design system (200+ components)** — enforced WCAG 2.1 AA compliance, reduced design-to-dev handoff time, and improved delivery consistency across all programs.

Product Design — AI-Powered Platforms

- **Aviation & Marine AI Analytics (PEMA Marine, PEMA Aviation, and PEMA):** Designed geo-spatial risk visualization, predictive vessel scoring, and AI-powered claims triage. Reduced risk assessment time by 45% by making ML-generated risk scores transparent and actionable for underwriters.
- **AI Mortgage Platform (JazzX):** Designed the end-to-end borrower experience with document AI, intelligent form pre-fill, and a conversational assistant. Increased application completion by 73% and built the lender

operations portal with AI-assisted underwriting — cutting underwriting time by 55% and saving \$5.6M annually.

- **Insurance Automation (Blue[i] PEMA):** Designed human-in-the-loop workflows enabling underwriters and claims agents to review, override, and act on AI-generated decisions with full transparency. Achieved 62% faster policy renewals and \$7.8M in portfolio savings.
- **AI Explainability & Trust:** Created reusable interaction patterns for ML risk scoring overlays, confidence indicators, and AI-generated insight summaries — establishing trust patterns adopted across all AI-driven products in the portfolio.

Research & Validation

- **Drove user research across 50+ sessions** (interviews, usability tests, journey mapping) and translated findings into design decisions that improved task completion rates by 30-40%. Presented research insights directly to client executives to align product direction with user needs.

Key Outcomes: 73% App Completion Increase | 55% Faster Underwriting | \$7.8M Savings | 91% Task Success

Senior Product Designer | EPAM Systems | Hyderabad

November 2020 — March 2021

- Delivered interaction design for enterprise web applications, collaborating with Product and Engineering on end-to-end design execution and maintaining design consistency across releases.

Product Design Consultant | Exiger Technologies | Hyderabad

March 2020 — October 2020

- Designed interaction models and accessible interfaces for data-intensive, compliance-driven regulatory applications. Created end-to-end design deliverables from wireframes through validated prototypes.

Independent Product Design Consultant | Freelance | Hyderabad

April 2018 — March 2020

- Defined product design strategies for clients across healthcare, e-commerce, travel, and enterprise SaaS. Led discovery, user research, design thinking workshops, and full design engagements from concept through developer handoff.

Design Manager | Raksan Consulting | Hyderabad

May 2016 — March 2018

- Led a product design team across medical, e-commerce, and enterprise domains. Established design workflows, review processes, and stakeholder alignment frameworks driving design quality standards.

EARLIER CAREER

Technical Architect, UX Design — HCL Technologies (2015)

UX Design Manager — HeadHonchos.com / ABC Consultants (2010-2014)

Senior Designer roles — Lime Labs, InfoPro India, Planman Consulting (2005-2010)

EDUCATION & CERTIFICATIONS

Bachelor of Computer Applications (BCA) — Chhatrapati Shahu Ji Maharaj University

Certifications: Usability Analyst & User-Centered Design (Human Factors International) | UX Design & Research Specializations | Design Thinking & Prototyping | UX Leadership & Professional Development