

Ashish Srivastava

Strategic Design Leadership

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Executive Summary

Design leader with 13+ years across fintech, banking, insurance and enterprise SaaS, leading teams while staying hands-on in the craft. Currently **Design Head for Horizontals, Insurance & Strategy Products at Bajaj Finserv**, where I lead **20+ designers** across six product portfolios and have delivered **80+ modules and journeys**. Known for reframing the brief before redesigning the screen — turning a store locator nobody used into a decision surface (**task success 24.6% → 60%**) and a claims "UI redesign" into service architecture for **1,500+ professionals**. Architected and shipped **DesignMate**, an AI-powered design governance tool now used by **100+ designers and business stakeholders**.

Core Competencies

- **Design Leadership:** Team building and mentoring, sprint planning across business lines, design critique and quality bars, stakeholder alignment at executive level.
- **Product & Service Design:** Problem reframing, service blueprints and journey mapping, information architecture, qualitative and quantitative research, usability testing and heuristic evaluation.
- **Design Systems & Craft:** Enterprise design systems, component strategy, pattern governance, documentation, accessibility (WCAG), engineering collaboration and design QA.
- **AI-Augmented Design:** AI-assisted research synthesis and evaluation, generative design tooling, design-review automation, human-in-the-loop workflows, responsible AI practice.

Experience

Bajaj Finserv | Pune, India | Jul 2024 – Present

Design Head — Horizontals, Insurance & Strategy Products

Leading design across insurance, lending and digital services, and building the governance and AI tooling that keeps craft consistent as portfolios grow.

- **Team Leadership:** Lead **20+ designers** across business lines — allocation, sprint planning, critique and capability development, with **80+ modules and journeys** delivered on schedule.
- **AI Tooling:** Architected and shipped **DesignMate**, an AI-powered design governance tool adopted by **100+ designers and business stakeholders**, generating layouts and content while surfacing design and accessibility feedback during the design process.
- **Design Systems:** Designed and scaled an enterprise design system across **6+ product portfolios** — component libraries, pattern documentation and reusable patterns adopted across teams.
- **Problem Reframing:** Reframed the Store Locator brief from an interface problem to an adoption problem after research showed **90% of customers didn't know the feature existed**; the redesign lifted **task success from 24.6% to 60%** and cut bounce by 65%.
- **Automation & Accessibility:** Built a Design Reviewer & Validator agent and a WCAG compliance plugin within the Nova programme, automating design-system and accessibility checks before implementation.
- **Product Strategy:** Designed roadmap-defining product and service flows for the ONDC marketplace platform and Health Insurance modernisation, partnering directly with Product, Engineering and QA.

LTIMindtree | India | Aug 2022 – Jul 2024

Senior Design Strategist

- **Service Architecture:** Designed the end-to-end service and interface architecture for a P&C insurance brokerage claims platform serving **1,500+ frontstage professionals**, reframing the challenge as service architecture rather than an interface redesign.

- **Operational Impact:** Reduced the claims journey from **14 steps to 8**, compressed contact updates from **3 days to 30 seconds**, and achieved **85%+ task success** by redesigning backstage workflows and moving ownership out of IT.
- **Systems & Standards:** Built shared components, interaction patterns and documentation standards adopted by the client's internal design and product teams.
- **Stakeholder Facilitation:** Ran Design Thinking workshops with brokers, adjusters and insurer stakeholders to co-create the service redesign, and contributed design solutioning to RFP responses.

Ernst & Young (EY) | India | Nov 2021 – Aug 2022

Design Manager

- **Experience Strategy:** Produced journey maps, service blueprints and design-system foundations for BFSI and enterprise SaaS clients, aligning product, operations and technology roadmaps.
- **Research Programmes:** Ran qualitative and quantitative studies and synthesised findings into design recommendations for senior stakeholders.

Accenture | India | Feb 2021 – Sep 2021

Senior Design Analyst

- **Enterprise Banking:** Designed experience flows for banking engagements, contributing to design-system implementation and coordination between Product and Engineering.

Genpact | India | Jun 2018 – Feb 2021

Product Designer (*solo design practice*)

- **Scale:** Designed the UX and interaction model for an invoice-processing platform used by **100K+ users across 30+ Fortune 500 accounts**, treating process and policy as design surfaces.
- **Efficiency:** Cut turnaround time by **67%** and error rates from **45% to 15%** by removing context switching and surfacing mismatches automatically; partnered with Engineering on a shared component library.
- **Practice Building:** Made the case for design thinking inside an engineering-led organisation, expanding the work from interface design into product strategy and design systems.

Network People Services Technologies (NPST) | India | Dec 2016 – Jun 2018

UX Designer

- **Payments & Banking:** Designed payments and banking experiences end to end, from research and information architecture through visual design and developer handoff.

Mista Bazaar | India | Jul 2013 – Dec 2016

UI/UX Designer

- **Commerce & Craft:** Designed digital-commerce and marketplace interfaces, building the foundational craft behind everything since.

Certifications

Certified Usability Analyst (CUA) | Human Factors International

Service Design Thinking | Human Factors International

Google UX Design Professional Certificate | Google

Education

Uttar Pradesh Technical University | B.Tech, Information Technology | 2008 – 2012