



Hello! I'm Ayesha Mitra

Formally trained at Srishti Institute of Art, Design & Technology, I bring 7+ years of experience driving measurable impact across digital product and communication design. I've led cross-functional design initiatives in SaaS, D2C, B2B, CaaS, Generative AI, Fintech, and Healthtech, consistently delivering experiences that increase user engagement, boost conversions, and elevate brand perception.

With a strong belief in the transformational role of design in business growth, I craft user-centered solutions that don't just look good—but spark interaction, build trust, and drive results across user journeys.



Design as a Job

2024

Present

 Nanonets

San Francisco, CA

Product Design Lead

Transforming experience design for Nanonets, an AI-powered financial data processing platform with workflow automation. Leading both product adoption and operational efficiency for Fortune 500 clients.

Led the HIL annotation interface redesign, reducing page review time from 2 minutes to 30 seconds per page. This **75% efficiency improvement** allowed a single annotator to review 961 pages daily versus the previous 320, reducing the per-page human review cost from 3 cents to 1 cent. By optimizing the annotation workflow, we hit our target of 60% gross margin while processing three times the volume, directly contributing to approximately \$50,000 additional monthly revenue without increasing headcount.

Transformed a complex B2B product experience into an intuitive, chat-led journey, directly contributing to an increase in **DAUs by 52% and enhancing MQL conversion by 23%**.

Architected a comprehensive design system that unified our fragmented product and brand ecosystem which seamlessly integrated white-label customization capabilities. This resulted in faster feature deployment across development teams, improved marketing asset creation efficiency, and reduction in QA regression issues. The system ultimately **accelerated our release cadence from quarterly to bi-weekly deployments**.

2020

2.5 Years

 HumanX

Mumbai, Maharashtra

Product Design Lead

 **Reimagined AI content discovery at IBC 2023 through accessibility-first, voice-led design.**

Crafted an intuitive, voice-first navigation experience for TV using Google Vertex AI and Quickplay's OTT infrastructure. Focused on inclusive design by enabling seamless content exploration for all users, including those with limited mobility or visual impairments. Leveraged LLMs and rCMS to **cut content discovery time by 34%, boost click-through rates by 40%**—all while making the interface more accessible and user-friendly

 **Spearheaded the end-to-end design strategy for Amazon MiniTV's "Shop-as-you-Watch" experience**

Crafting the user experience for Amazon MiniTV, a disruptive commerce-enabled streaming format targeting India's Tier2 Gen Z audience. Led a cross-functional team of 8+ designers, driving innovation in content discovery and interactive streaming. Focused on optimizing user flows to enhance engagement and increase shoppable touchpoints, contributing to a **27% uplift in product interaction rate and boosting social commerce adoption as a behavioral trend**.

 **Led design and strategy for Amazon's Warehouse Management and SmartHub solutions**

Streamlining omni-channel order processing through a high-performance Order Management System. Focused on reimagining the warehouse-to-doorstep experience to improve fulfillment speed and operational efficiency. Design interventions contributed to a **22% reduction in order processing time and a 15% improvement in warehouse task completion rates**, driving measurable impact across Amazon's e-commerce logistics network.

2020

8 months

Freelance

Creative Director

Designed and delivered end-to-end visual identity system for a security startup that simplified complex access management for 10,000+ residents across 15 communities. Created an e-commerce UX for a children's publisher that increased conversion rates by 37% through intuitive parent-child co-browsing experiences. Developed an design studios brand language and interaction patterns, resulting in 22% increased lead generation volume.

2018

1.8 years

 Ideaspice Design

Mumbai & Dubai

Graphic Designer

Designed the digital-physical integration for 12 F&B brands, in collaboration with spatial designers to craft immersive brand and user experiences. Focused on wayfinding, placemaking, and narrative-driven installations—resulting in improved navigation efficiency and higher brand recall across hospitality, retail, and F&B spaces. Delivered cohesive environmental branding and identity systems that translated seamlessly across physical touchpoints and digital interfaces.

Education

2018

4 Years

Bachelor in Design, Visual Communication & Strategic Branding

Srishti Institute of Art, Design & Technology

2014

4 Years







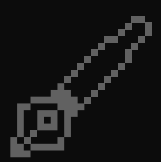





ICSE & ISC

Modern High School for Girls, Kolkata

Tools

	Beginner	Proficient
Adobe Suite	<div></div>	<div></div>
Figma	<div></div>	<div></div>
Vibe Coding	<div></div>	<div></div>
Prototyping	<div></div>	<div></div>

Industry Knowledge

 <div>Discovery Workshops</div>	 <div>Journey Mapping</div>	 <div>Wireframes</div>	 <div>Prototyping</div>
 <div>Design Systems</div>	 <div>Illustration</div>	 <div>Branding & Strategy</div>	 <div>Motion Design</div>
 <div>Editorial Design</div>	 <div>Storyboarding</div>	 <div>Vibe Coding</div>	 <div>Mentorship</div>