Ajit Vaidya

Senior Product Designer | UX Strategist | Enterprise SaaS | AI-Assisted Design

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SUMMARY

Senior Product Designer and UX Strategist with 11+ years of experience in enterprise SaaS. I design complex B2B workflows end to end, from research to delivery, with an AI-first process. For nearly 4 years I led UX for NICE CXone WFM, a data-heavy operations product, and built custom AI skills to design faster.

SKILLS

Product Design: End-to-end product ownership, discovery to delivery, workflows, interaction design, information architecture, visual design, prototyping

Enterprise UX: Enterprise SaaS, B2B, operational and data-heavy products, complex workflows, edge cases

Design Systems: Reusable components and patterns, responsive design, design QA, design hand-off

Research & Strategy: User interviews, usability testing, journey maps, proto-personas, customer insights, roadmap input

AI-Assisted Design: AI-assisted design workflows, AI-enabled team workflows, custom AI skills, AI-powered product features

Leadership: Mentoring, stakeholder management, UX workshops, cross-functional collaboration

Accessibility: Web accessibility, WCAG

TOOLS

AI: Claude (Cowork, Design, Code)

Design & Prototyping: Figma, HTML prototypes, Draw.io, Balsamiq

Product: Jira, Confluence, Gainsight PX, MS Office

EXPERIENCE

UX Strategist | **NICE Ltd.**, Pune, India — Dec 2022 – Nov 2026 (3 yrs 11 mos)

- Led UX for NICE CXone WFM, the flagship workforce management product, from discovery to delivery for nearly 4 years
- Designed connected workflows for scheduling, forecasting, time-off and schedule trades across the WFM web app and the agent app
- Turned complex business rules (accruals, carry forward, encashment) into a clear time-off balance experience, and tested it with 8 WFM supervisors and managers
- Ran quarterly usability tests and shared customer insights with product and engineering that shaped the roadmap
- Moved the UX process to AI-assisted design workflows and built custom AI skills in Claude for design, specs and prototyping
- Designed an AI-powered accessibility triage tool that sorts WCAG issues, assigns owners, estimates story points and creates Jira tickets, aiming to cut triage from days to about 30 minutes

UX Design Lead | **Wipro Digital**, Pune, India — Nov 2019 – Dec 2022 (3 yrs 1 mo)

Clients: Hewlett-Packard, Schlumberger

- Led UX for HP's Configuration Services platform, where enterprise customers request custom configurations for bulk orders
- Designed a data marketplace for Schlumberger where companies explore and buy oil and gas data
- Worked with UX researchers and product owners to define business and user goals
- Mentored and supported designers on the team

Senior UX Designer | **Infovision Labs**, Pune, India Oct 2016 – Oct 2019 (3 yrs)

Clients: 7-Eleven, Merlin Health

- Designed 7-Eleven's e-commerce web app, including the sales dashboard, order tracking, inventory and push notifications
- Designed doctor and patient apps for Merlin Health

UI Designer | **Fortune Cookie UX Design**, Pune, India Aug 2015 – Jun 2016 (10 mos)

Clients: Hindustan Times, TripHobo

- Designed the Sports and Technology sections of the Hindustan Times website
- Designed TripHobo's mobile app flows for trip planning and location discovery

Design Analyst | **Cognizant**, Pune, India Apr 2014 – Sep 2014 (6 mos)

- Worked as a generalist designer in the design practice team
- Supported design managers and business development on RFP responses

EDUCATION

B.Sc. Digital Design | Fergusson College, Pune (Bharathidasan University) | 2009 – 2012 | First Class with Grade A

COURSES (UDEMY)

- Ultimate Guide to Usability and UX (David Travis)
- Ultimate Guide to UI Design (Christine Vallaure)
- Introduction to UX Design for Accessibility
- Agile Scrum Mastery: Full Project Simulation
- Object-Oriented UX (OOUX) Fundamentals