

AYESHA KASURI *Product Designer*

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Profile

I'm a Product Designer with 4+ years of experience, passionate about creating simple, meaningful experiences that work for both users and businesses. I collaborate with teams and stakeholders to turn ideas into impactful products, using AI to prototype and iterate faster. Open to relocation and new opportunities.

Work Experience

Trust & Safety Analyst, *Accenture Malaysia* 09/2025 – Present | Petaling Jaya, Malaysia

- Analyzed Quality and ensured compliance with moderation policies and client guidelines
- Participated in FGDs (Focus Group Discussions) with clients to share insights and improve processes

Freelance Designer, *UXtellar* 03/2025 – present | Remote

Centerboard Wellness:

Prototype Link: <https://tinyurl.com/5bd4sdws> 🔗

- Revamped the existing website of **Centerboard Wellness** – a platform for patients to set the course for a healthier, more fulfilling future by guided journaling, courses, podcasts, **gamified assessments**, and daily reflection.
- Designed screens for the website, Patient (Client) Dashboard, and admin Panel.

Spark:

Prototype Link: <https://sl1nk.com/spark-admin-portal> 🔗

- Designed for creating & managing automated purchasing tasks.

Flip It:

Prototype Link: <https://sl1nk.com/flip-it-portal> 🔗

- Designed for flash cards learning modal with clean and modern look.
- Introduced the tab for "flashcards due for review" so its easy for users to navigate through the platform.

Human Benchmark:

Prototype Link: <https://sl1nk.com/benchmark-app> 🔗

- Improved version of Benchmark app with interactive and learning games.

Product Designer, *Linvest21.ai* 12/2023 – 12/2025 | Remote

- Designed an AI-powered equity analytics platform driving **89.2%** forecast accuracy across **47** coverage stocks.

AI-Assisted Design Prototype: <https://equity-statue-81919336.figma.site/> 🔗

- Simplified complex financial and AI-driven user journeys, improving usability and reducing friction across key product experiences.
- Collaborated with **10+ developers, stakeholders, and users** to translate requirements and feedback into scalable product experiences.

UX UI Designer, *Dextersol* 12/2023 – 02/2025 | Remote

Roles & Responsibilities:

- Worked on around 20 projects across diverse industries, including fintech, AI, Edtech, SaaS, Music, Agency websites, Event management, and high-converting landing pages, focusing on both web and mobile experiences.

UI UX Designer, *Tech Consultivo* 01/2024 – 08/2024 | Remote

Roles & Responsibilities:

Final Round:

- Directed the complete design of **Final Round**, a platform for Job seekers to apply through **Video Resume**, and for recruiters, staffing agencies, and hiring managers.
- Conducted research on competitors, including Indeed, **Welcome to the Jungle (Previously Otta)**, and LinkedIn.

Legacy Link:

- Revamped the existing website of **Legacy Link** – a platform for obituary profiles of your loved ones to keep their memories alive.
- Conducted thorough research on our competitors in the United Kingdom, including **Much Loved** and **Forever Missed**.

UX UI Designer, *TriCloud Technologies*

09/2022 – 09/2023 | Lahore, Pakistan

Roles & Responsibilities:

- Designed more than **10 projects**, including apps, websites, web apps, admin portals, dashboards, App store Screenshots, and social media posts.
- Devised low-fidelity wireframes, prototypes, high-fidelity designs, and pitch decks for our in-house products called **Events with Us** and **Health Agent**.
- Collaborated in the **branding** of 5+ projects.

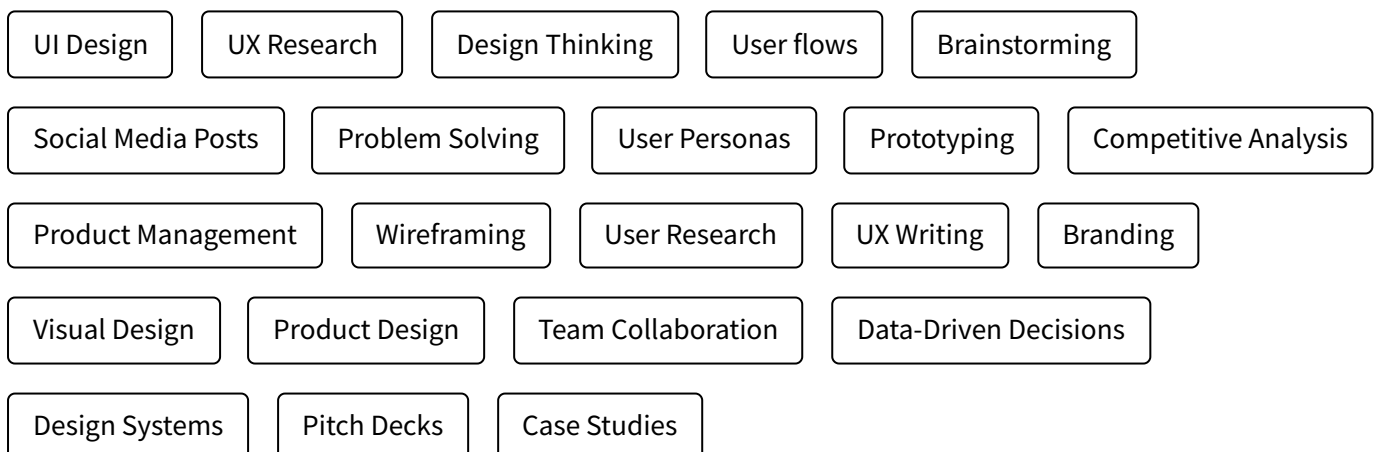
Education

Software Engineering,

University of Engineering & Technology, Taxila

10/2018 – 08/2022 | Taxila

Skills



AI Assisted Prototypes

<https://northstar-finance-psi.vercel.app/>

Developed an early-stage prototype for **Northstar Finance**, a modern financial management platform designed to give businesses a clear view of cash flow, account balances, spending, and overall financial health.

<https://stock-caluation-409a.vercel.app/>

Developed an early stage prototype for valuating Fair Market Value of a company stock.

Tools

Figma

Adobe Photoshop

Adobe Illustrator

FigJam

Adobe xd

Canva

Smart Mockups

Loom

Jira

Canva

Google Suite

Montra

GPT 4O

Claude

Framer

Jitter Video

Maze AI

Motiff AI

Google Labs (Images FX, Stitch)

Creatie AI

Excalidraw

Notion AI

Lottie Animations

Key Responsibilities & Actions

- Led the UX design of 3 AI-powered fintech platforms, including Alpha Copilot, Agentic Financial Advisor, and Site Reliability Engineer, delivering high-fidelity screens across the web.
- Simplified complex financial workflows and onboarding processes, resulting in increased user satisfaction and a noticeable reduction in user pain.
- Conducted end-to-end UX research, including user interviews, feedback sessions, and competitor analysis for products in fintech, Edtech, SaaS, etc.
- Designed and maintained design systems and style guides to ensure consistent UI across multiple platforms and products.
- Improved accessibility and performance in alignment with WCAG and ADA (Americans with Disability Act).
- Delivered investor-facing pitch decks and product demos to support business growth and communicate design thinking behind product features.
- Collaborated with multi-disciplinary teams across time zones, actively participating in client meetings, UX scrums, and product roadmap discussions to align design solutions with business goals.