

PUSHPAKANTHAN.N

Senior UX / Product Designer | Research-Driven Design

Bengaluru, India

8+ Years Experience | Healthcare • Life Sciences • AI & Analytics

Portfolio & Publications: <https://www.pushpakn.com>

SUMMARY

Senior UX / Product Designer and Research-Driven Design Leader with 8+ years of experience designing AI-driven, data-intensive, and enterprise-scale platforms across healthcare, life sciences, and analytics. Specializes in translating complex clinical, regulatory, and AI systems into human-centered, trustworthy, and explainable experiences. Known for integrating **UX research, decision-centric explainability, ethical AI principles, and design systems** to enable safer, scalable, and adoption-ready digital products.

CORE SKILLS (ATS-Optimized)

- AI-Driven UX & Intelligent Systems Design
 - Responsible AI, Ethical AI & Trust-Building UX
 - Healthcare & Life Sciences Workflow Design
 - UX Research, Mixed-Methods Studies & Validation
 - Decision Explainability & Human-in-the-Loop Design
 - Enterprise Design Systems & DesignOps
 - Data Visualization & Insight-Led Dashboards
 - Information Architecture for Complex Systems
 - Cross-Functional Collaboration (Product, Data, Engineering)
 - Accessibility (WCAG), Compliance-Aware UX
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PROFESSIONAL EXPERIENCE

Lead UX Designer – AI & Analytics Platforms

Axtria – Ingenious Insights Pvt. Ltd. | Bengaluru

Dec 2021 – Present

Lead UX strategy, research, and design execution for AI-powered analytics and healthcare platforms.

- Led UX for AI-driven analytics covering segmentation, propensity modeling, forecasting, and real-time decision support.
- Designed and scaled Axtria's enterprise Design System across global product portfolios.
- Defined AI-integrated visualization frameworks for predictive and prescriptive dashboards.
- Co-led GenAI Literacy Learning Pathway to operationalize AI-assisted workflows.
- Authored DesignOps Playbook to standardize research, design, and review practices.
- Established WCAG accessibility standards across enterprise products.

Impact

- 50% reduction in design-to-development cycle time
- 40% increase in dashboard adoption
- 70% reduction in UX inconsistencies across platforms

Lead UX Consultant – Enterprise & Consumer Products

ITC Infotech India Ltd. | Bengaluru

Oct 2016 – Dec 2021

Directed UX transformation and research-led design across healthcare, banking, oil & gas, aviation, and enterprise automation.

- Led discovery research, journey mapping, and usability validation for complex enterprise tools.
- Designed data-intensive dashboards and modular interaction systems.
- Implemented DesignOps processes and mentored global design teams.

Key Projects

- Fairview Health – Patient portal usability improved by 38%
- Erste Group – Customer support portal redesign for self-service adoption
- BHGE Oil & Gas – Unified data visualization & retrieval UX
- UiPath Robotics – RPA performance monitoring dashboards

Senior Interaction Designer

Sasken Technologies Ltd. | Bengaluru

Jun 2014 – Oct 2016

- Designed scalable UX frameworks for enterprise IoT and communication platforms.
- Aligned UX patterns with system architecture (WPF/MVVM).

Senior UI/UX Designer – Product Ecosystems

CognitiveClouds / Geodesic Ltd. | Bengaluru
2006 – 2014

- Designed multi-product UX ecosystems for consumer and enterprise applications.
 - Domains included Retail POS, FinTech, and Communication Platforms.
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RESEARCH & THOUGHT LEADERSHIP

Primary Research Themes

- Decision-Centric Explainability in Healthcare AI
- Trust-Forward UX for Clinical & Analytics Systems
- Human-in-the-Loop Design for AI-Assisted Decision Making
- Regulatory-Aligned UX & Compliance-Aware Design
- Networked Medical Devices & Real-Time Analytics UX

Selected Research Work

- **Trust-Forward UX for Healthcare**
Developed a multi-layer UX framework (Signal–Interaction–Outcome) to improve clinician trust, reduce cognitive load, and increase adoption of AI decision support systems. Research demonstrated improved decision confidence and reduced override behavior.
- **Decision Provenance in Clinical AI Systems**
Proposed a decision-centric explainability model where AI actions are accompanied by structured reasoning records, supporting auditability, trust, and regulatory readiness.
- **Human-Centered Design for Home-Use Medical Devices**
Mixed-methods research framework integrating human factors engineering and UX research to reduce use errors and improve long-term adoption among older adults and impaired users.
- **Patient Analytics & Clinical Workflow Optimization**
Conducted workflow mapping and usability studies to reduce task time, improve accuracy, and support real-time clinical decision-making.
- **Digital Twins & Simulation in Healthcare UX**
Research into UX implications of simulation-driven treatment planning and system-level digital twins.

Research Outputs

- White papers, patent-ready specifications, and industry research proposals

- Internal and external thought-leadership articles
 - Ongoing work targeting academic-industry crossover publication
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KEY PROJECTS (Selected)

- Marketing Intelligence Quotient (MIQ) Platform — AI-driven segmentation, propensity modeling, and analytics UX
 - Segmentation & Targeting AI Agents — Automated audience discovery and targeting workflows
 - Performance AI Agent Configuration — AI governance, monitoring, and insight generation UX
 - Report Designer Configuration Platform — Reduced report creation time by 45%
 - Patient Analytics Platform Redesign — Unified dashboards into guided AI-assisted journeys
 - Clinical Review Workflow Optimization — Reduced task time and error rates
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DOMAIN EXPERTISE

Life Sciences Healthcare

AI & GenAI Workflows • Marketing Analytics • Banking & Financial Services

Customer Support Platforms • RPA & Enterprise Automation • Oil & Gas (WPDE)

EDUCATION

- Bachelor of Commerce (B.Com)
 - Bachelor of Fine Arts (Design)
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CERTIFICATIONS (Selected)

AI for Design Systems • GenAI Literacy • AI for Product Management

Google UX Design • UX Research & Testing

Healthcare UX • Data-Driven Design • Advanced UX Specializations (IxDF)

CURRENT FOCUS

Targeting **global medical-tech, healthcare platforms, and funded health-tech companies** where research-driven UX, AI explainability, and design leadership are critical to product trust, adoption, and clinical impact.
