

Astha Jain

asthajain14official@gmail.com | 8319787212 | [Portfolio](#) | [LinkedIn Profile](#) | [Testimonials](#)

Experience

Product Designer, Intellect Company Pet. Ltd. (Singapore)

Full-time | Remote | Nov 2024 – Present

AI-Powered Mental Health Product Design – Intellect Platform

- Led end-to-end design of self-care and telehealth features, improving engagement through personalized user journeys and real-time support systems.
- Designed an **AI-powered service recommendation system** using clinical triaging (PHQ-4, WSAS, suicide ideation), addressing low service conversion rates (**9% coaching, 3.7% clinical**) and **~20% early drop-offs**.
- Improved user decision-making by introducing personalized, evidence-based recommendations, **targeting 18–25% CTR and 42–48% completion rates**.
- Designed adaptive user experiences serving **4M+ users across 100+ countries**, ensuring **accessibility across 120+ languages**.
- Redesigned the Home experience to unify assessments, recommendations, and live support, reducing cognitive overload and improving navigation clarity.
- Collaborated with Product, Engineering, Clinical, and Operations teams to deliver scalable, clinically accurate solutions.

User Experience Designer, Sparklin Innovations

Internship | Remote | Jan 2024 - July 2024

Banking UX – ICICI Unified Customer Journey

- Redesigned fragmented loan application journeys by unifying multiple loan pathways into a single, structured experience, eliminating the need for users to navigate across different flows.
- Reduced loan **application time by ~50%** by simplifying navigation and consolidating entry points into one seamless journey.
- Improved usability and user clarity by creating a centralized, intuitive flow, reducing cognitive load and decision friction.
- Contributed to a scalable design system, ensuring consistency across banking workflows and improving development efficiency.

Creative Content Designer, Qodequay Technologies Pvt. Ltd.

Full-time | Onsite | Sep 2021- Aug 2022

UX Design & Content Strategy – AR, EdTech & Web3 Products

- Led UX content and experience design to enhance usability and engagement across digital products.
- Designed immersive AR-based EdTech experiences in collaboration with **Jio Tesseract**, improving learning interaction and content accessibility.
- Worked on XR immersive storytelling experiences with brands like **Amar Chitra Katha and Tinkle Comics**, creating engaging and user-centric digital journeys.
- Collaborated directly with clients to gather requirements and translate them into impactful product experiences.

Portfolio

<https://jainastha.framer.website>

Professional Summary

Product Designer with 2.6+ years of experience **building AI-powered, user-centric digital products** across mental health and fintech domains.

Currently designing scalable experiences for a global mental health platform serving **4M+ users across 100+ countries**, with a focus on personalization, accessibility, and clinical integration.

Skilled in end-to-end product design, translating complex user and business needs into intuitive, high-impact solutions through UX research, data-driven decision-making, and cross-functional collaboration.

Featured Projects

AI-Powered Personalization (*Healthcare Tech*)

Designed clinical triaging and recommendation systems to improve decision-making and reduce user drop-offs.

Conversion & Funnel Optimization (*Fintech*)

Redesigned loan journeys to reduce application time by ~50% and improve user flow efficiency.

Immersive Experience Design (*AR/EdTech*)

Built AR-based learning and storytelling experiences with leading content and technology partners.

Education

India Institute of Technology, Guwahati

Post-Grad Certificate in UX & HCI Design | 2022 – 2023

School of Fashion Technology, Pune

Bachelor of Design (SNDT University) | 2017 – 2021

Skills

Core Skills

Product Design, UX Research, User Flows, Interaction Design, Information Architecture

AI & Product Design

AI Product Design, Personalization Systems, Generative AI, Conversational Interfaces, Agentic AI

Product & UX

Design Systems, Prototyping, Wireframing, Responsive Design, Accessibility

Tools

Figma, Adobe XD, Framer, Miro, Axure, Balsamiq, Photoshop, Illustrator, JIRA

AI Tools

Claude, ChatGPT, Readdy AI, Figma AI- used for UX ideation, content generation, rapid prototyping, and design workflow optimization