



khushitaunk.com

KHUSHI TAUNK - PRODUCT DESIGNER

Product Designer with **3+ years of experience** shaping **AI-driven B2B and B2B2C SaaS products**. I design **end-to-end experiences** that transform complex systems into intuitive workflows and intelligent interactions.

My work sits at the **intersection of psychology, data, and business** - creating scalable products that drive clarity, trust, and impact.

WORK EXPERIENCE

Sep '24 – Present
1yr 7m
Hyderabad
(Hybrid)

Associate UX Designer

Techolution

Leading end-to-end UX design for AI-powered B2B and B2B2C SaaS products and enterprise data platforms for global clients across marketing, publishing, telecom and healthcare.

- **AAA (North America's leading Travel & Insurance Company)** – Led end-to-end experience strategy and design for an AI-driven marketing platform that automated customer segmentation and GenAI-based campaign creation, **reducing a 4-hour manual workflow to ~10 minutes while contributing to \$1.02M in revenue protection and ~24,000 operational hours saved annually.**
- **AAA Web Assistant (B2B2C)** – Led UX for a Web 4.0 AI assistant experience deployed on the client's public website, enabling conversational discovery of insurance products and customer assistance.
- **HarperCollins (Big 4 Publishing)** – Led UX for a no-code AI data platform automating ingestion, transformation, and validation of large enterprise datasets, **improving mapping accuracy 6x, reducing manual processing by 85%, and enabling 2x broader adoption among non-tech teams.**
- **HarperCollins – Business Intelligence Dashboards** – Designed and improved the experience of **Power BI dashboards** for sales, operations, and product teams.
- **Glaukos – Healthcare Analytics Platform** – Designed executive-level **Google Looker dashboards** for healthcare analytics, structuring complex datasets into clear visualizations and actionable KPIs.
- **Internal AI Platforms**– Designed UX for internal enterprise AI platforms including LLM Studio and computer-vision tools; the redesigned platform **scaled to 15+ client projects, with AI Trace becoming the standard debugging layer and driving 14x growth in internal adoption.**

Nov '23 – Apr '24
6 months
Mumbai
(Onsite)

Product Design Intern

National Center for Aerospace Innovation and Research, IIT Bombay

- Designed AI-powered dashboards for environment monitoring and smart CCTV analytics, simplifying complex datasets into intuitive control and visualization interfaces.
- Developed UX flows for internal LLMs and XR experimental systems, collaborating with researchers, AI and ML teams to rapidly prototype emerging technologies.

Apr '21 – Dec '23
2y 8m
(Remote)

Brand Designer

Freelance

Led brand identity, packaging, and website design for **10+ consumer brands** across agriculture, consumer retail, food & hospitality, technology services, and social impact sectors, translating founder vision and business goals into user-centric brand experiences.

May '23 – Jun '23
2 months
Mumbai
(Onsite)

UI & UX Intern

Ventura Securities

Designed interfaces for Ventura 2.0 and investment workflows within a brokerage platform and simplified data-heavy financial information and transaction flows to improve clarity for investors.







May '21 – Jun '21
2 months
Chhattisgarh
(Onsite)

Design Intern


Sahyogi Mitra Mandal (Lokwani 89.6, a community radio station)

Did rebranding and digital presence for Chhattisgarh's only rural community radio station serving 140+ villages. Conducted field research across tribal communities and created two documentary films showcasing the station's impact on rural empowerment and education.


AWARDS AND ACHIEVEMENTS

- 2025  Research Paper presented in ICoRD 2025, **IIT Hyderabad** and Published in **Springer**
- 2024  2nd Rank Holder at **NMIMS (Salutatorian)**
- 2023  Research Paper presented in the ICDM conference by **Delhi Technological University** and **IIT Guwahati**
- 2021  National Winner of Art to Emancipate competition by **UNICEF & IIT Bombay**
- 2021  Presented white paper on 'Origami in Space Research' in the **International Maltepe University conference** in **Istanbul, Turkey**
- 2012  National winner of Brain Hunt (A book to test creativity by Dainik bhaskar) **awarded from President of India - Pratibha Patil in Rashtrapati Bhavan**

EDUCATION













2020 - 2024 **NMIMS School of design** (B.Des in Humanising Technology)
GPA : 3.56 / 4.00  **2nd Rank Holder**

ADDITIONAL DESIGN CERTIFICATIONS

- 2025 **IxDF - The Interaction Design Foundation**
Service Design: How to Design Integrated Service Experiences  **Top 10% Distinction**
- 2025 **IxDF - The Interaction Design Foundation**
Data-Driven Design: Quantitative Research for UX

SKILLS

Design Strengths UX Research | Design Thinking | Product Design | UI Design | Data Visualization | Visual Communication | User Testing | Story Telling | Wireframing & Prototyping | Interaction Design | Cross Functional Collaboration

Software Skills  Figma  Adobe XD  Adobe Illustrator  Microsoft Power BI
 Adobe Photoshop  Tableau  Google Looker  Fusion 360
 Adobe Premier Pro  Unity 3D  Adobe After Effects  Blender

LINKS

Portfolio <https://www.khushitaunk.com/>
LinkedIn <https://www.linkedin.com/in/khushi-taunk-1697b0256/>
Behance <https://www.behance.net/khushitaunk1>