

JASVEER KAUR

Lead Product Designer | AI & Generative UX Specialist | Design Systems & Team Leadership | 12+ Years

New York, NY | Open to Remote, Hybrid, or Relocation | Authorized to Work in the United States
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PROFESSIONAL SUMMARY

Lead Product Designer with 12+ years of experience designing AI-powered products, Generative AI experiences, and enterprise SaaS platforms. Specialized in LLM-based copilots, conversational AI interfaces, explainable AI systems, and human-in-the-loop workflows using Claude AI, ChatGPT GPT-4o, Microsoft Copilot, and Figma AI. Skilled at building and scaling enterprise Figma Design Systems, leading cross-functional design teams, and driving AI product strategy from discovery through delivery. Proven track record of aligning designers, product managers, and ML engineers around a shared AI UX vision, and translating that vision into measurable business outcomes across FinTech, Healthcare, Retail, and B2B SaaS.

- 10+ AI-integrated products shipped across enterprise, retail, and healthcare platforms
- 30% average workflow efficiency gain delivered through AI-driven UX design
- Led and mentored cross-functional design teams of 5 to 10 designers, ML engineers, and product managers
- Defined AI UX vision, product strategy, and design system architecture at enterprise scale

CORE SKILLS

AI & Generative Tools: Claude AI, ChatGPT GPT-4o, Microsoft Copilot, GitHub Copilot, Figma AI, Midjourney, Adobe Firefly, Gemini AI, AI-Assisted Prototyping Tools

Generative UX & AI Product Design: Generative AI UX, LLM UX Design, Conversational Design, NLP Interfaces, Prompt Engineering for UX, Explainable AI, Human-in-the-Loop Design, AI Copilot UX, Responsible AI, AI Governance UX, RAG-Based Interface Design

Product Design & Strategy: UX Strategy, AI Product Strategy, Strategic Planning, User-Centered Design, Wireframing, Prototyping, Interaction Design, Design Systems, Component Libraries, Information Architecture, Product Thinking, Service Design, Journey Mapping

Research & Testing: User Research, Usability Testing, A/B Testing, Conversion Optimization, Data Visualization, Dashboard UX, Accessibility (WCAG 2.1, Section 508)

Leadership & Collaboration: Team Leadership, Design Team Management, Mentorship, Stakeholder Management, Cross-Functional Collaboration, Agile UX, Scrum, Lean UX, Design Thinking, Human-Centered Design

Design Tools: Figma, Figma Design Systems, Adobe XD, Sketch, ProtoPie, Axure RP

Research & Analytics Tools: Maze, Hotjar, UserTesting, FullStory, Dovetail, Amplitude, Mixpanel, Google Analytics

Collaboration Tools: Jira, Miro, FigJam, Notion, Confluence

Development Basics: HTML5, CSS3, React Design Handoff, Angular, REST APIs

Industries: FinTech, Banking, Healthcare, Retail, Enterprise SaaS, EdTech, B2B, B2C

PROFESSIONAL EXPERIENCE

Lowe's

April 2025 – Present

Lead Product Designer – Enterprise AI & Generative UX | Remote, USA

- Lead cross-functional design, product, and ML teams to define AI UX vision and strategy for an enterprise AI Copilot platform adopted by 5,000+ employees.
- Mentor 3 junior and mid-level designers, establishing critique frameworks, AI workflow standards, and design rituals across the team.
- Design Generative AI interfaces integrating ChatGPT GPT-4o and Microsoft Copilot with editable AI outputs, confidence scoring, and explainable AI patterns that increase user trust.
- Develop prompt engineering frameworks for UX and human-in-the-loop controls to support safe, transparent AI interactions at enterprise scale.

- Use Claude AI for research synthesis and Figma AI for component delivery, cutting discovery sprint time by 40%.
- Author the organization's first AI Interaction Design Guidelines, adopted across 3 enterprise product teams.
- **Results:** 30% workflow efficiency gain, 25% faster onboarding, 40% faster design delivery through AI tools.

Sheraden Lighting

March 2023 – March 2025

Senior Product Designer – AI-Powered Retail & Conversational UX | New York, NY

- Led end-to-end AI UX strategy for the retail platform, managing stakeholders across CPO, ML engineers, and engineering leads.
- Designed a conversational AI shopping experience using ChatGPT-powered NLP search, replacing traditional category navigation with intent-driven natural language product discovery.
- Built a personalized AI recommendation UI with responsible AI explainability features, including confidence indicators that improved cart conversion by 18%.
- Introduced human-in-the-loop refinement controls and used Figma AI to auto-generate layout variants, reducing design review cycles by 30%.
- **Results:** 35% product discovery improvement, 18% cart conversion lift, 30% faster iteration cycles.

Bank of America

January 2023 – March 2023 (Contract)

Senior Product Designer – FinTech AI Dashboards | New York, NY

- Designed AI-enhanced financial dashboards and intelligent recommendation systems for enterprise customer engagement and operational insights.
- Used GitHub Copilot to accelerate design-to-code handoff; delivered WCAG 2.1 AA accessible and compliant design system updates in a regulated environment.
- **Results:** 25% task success rate improvement, 20% support ticket reduction.

EHE Health

May 2021 – October 2022

Senior Product Designer – Healthcare Marketplace Platform | New York, NY

- Redesigned healthcare marketplace workflows, including job search, travel assignments, timecard, and communication systems, into a cohesive cross-platform experience.
- Led a mobile-first timecard redesign that drove 50% web-to-app migration within 2 weeks of launch.
- Applied ChatGPT-assisted research synthesis to analyze user feedback, saving 8 hours per sprint and reducing job application completion time by 20%.
- **Results:** 50% app migration within 2 weeks, 20% faster application completion.

Bank of America

July 2019 – January 2021

Senior Product Designer – Enterprise Vendor Management | Jersey City, NJ

- Served as Senior Design Lead, owning full design strategy, roadmap, wireframing, prototyping, and user research independently across the entire project lifecycle.
- Led end-to-end redesign of the legacy vendor management system and mentored junior designers on Agile UX workflows and stakeholder management.
- Facilitated design workshops and presented to 3 stakeholder groups bi-weekly to drive product roadmap alignment.
- **Results:** 35% reduction in vendor onboarding time, 40% increase in satisfaction score.

Star Electric / GRIPS EdTech

April 2014 – April 2019

Product Designer & UI/UX Designer | New York, NY and Punjab, India

- Designed and shipped 10 adaptive AI-powered K–5 math learning games at GRIPS, reaching 50,000+ learners using AI tutoring logic for real-time difficulty personalization.
- Delivered enterprise responsive applications and scalable UX systems across EdTech and industrial verticals, practicing user-centered design and cross-functional collaboration throughout.
- **Results:** 50,000+ learners reached, 10 AI-adaptive games shipped.

FEATURED AI-INTEGRATED PROJECTS

Enterprise AI Copilot UX – Lowe's Workflow Automation

Tools: Claude AI, ChatGPT GPT-4o, Microsoft Copilot, Figma AI | Impact: 30% efficiency gain, 5,000+ daily users
Designed the full UX for an enterprise AI Copilot, including transparent AI output controls, human-in-the-loop refinement, explainability indicators, and prompt engineering frameworks.

Conversational AI Shopping Experience – Sheraden Lighting

Tools: ChatGPT NLP, Figma AI, Midjourney | Impact: 35% discovery improvement, 18% conversion lift
Designed NLP-driven product search and an AI recommendation UI with responsible AI explainability and human-in-the-loop override controls.

AI Research Synthesis & Design System Automation

Tools: Claude AI, ChatGPT, Figma AI, GitHub Copilot | Impact: 80% faster research, 40% faster design delivery
Used Claude AI to synthesize 100+ interview transcripts into affinity maps and personas in 4 hours versus 3 days. Integrated Figma AI and GitHub Copilot to auto-generate component documentation and CSS tokens for React libraries, powering a scalable Figma Design System.

EDUCATION

Master of Design (MDes)	—	Lovely Professional University, India	2013 – 2015
Bachelor of Design (BDes)	—	Punjab University, India	2004 – 2007
Diploma in Web Design	—	Modern Institute of Technology, India	2016

CERTIFICATIONS

- Google UX Design Professional Certificate
- AI for Everyone – DeepLearning.AI (Coursera)
- Designing with AI – Figma Community
- Microsoft Copilot Fundamentals
- WCAG 2.1 Accessibility Specialist
- Human-Computer Interaction – Nielsen Norman Group