

MANINDER KAUR

Senior Product Designer | Enterprise SaaS, AI Experiences & Design Systems | 10+ Years Experience

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Professional Summary

Senior Product Designer with 10+ years of experience designing end-to-end experiences across AI, enterprise SaaS, and consumer products. At Nextiva, led design for XBERT AI onboarding and support workflows, and designed agent-assistance and customer communication experiences across NextIQ and My Hub, serving 70K+ monthly active users. Combines hands-on AI product design with UX research, interaction design, and design systems to simplify complex workflows. Experience spans e-commerce, booking, healthcare, and on-demand services, alongside leading design teams and mentoring designers and researchers.

Key Impact

- **XBERT AI:** Led onboarding and support workflow design; reported product outcomes included up to **50% fewer missed calls**.
- **Rapidcloud:** Redesigned driver and depot workflows for a last-mile, on-demand delivery app with **50K+ Android downloads**, improving customer satisfaction by 17%, with an onboarding redesign that increased user activation by 40%.

Core Skills

AI Product Design	GenAI Product Design, AI-Powered Features, Agentic AI, AI Copilots, Agent-Assist Experiences, Conversational UX & Chat Assistants, Human-AI Interaction, Prompt Design, User Experience Design, Generative UI, AI-Native Experience Design
Systems & Strategy	Design Systems, Information Architecture, Workflow Orchestration, Product Strategy, Roadmap Definition, Success Metrics & KPIs, Cross-Functional Leadership
Craft & Interaction	Discovery & Problem Framing, Information Architecture, User Flows & Wireframes, Visual & Interaction Design, High-Fidelity UI, Typography, Interactive Prototyping (Figma), Code-Based Prototyping (Cursor, Vercel), AI-Powered Prototyping, Responsive Web & iOS/Android Mobile Design, Accessibility, Design Systems & Tokens, Design Critique, Design QA Through Launch
Research & Data	Qualitative & Quantitative User Research, User Interviews, Usability Testing, Personas & Journey Maps, Research Synthesis Into Design Decisions, Product Analytics, Experimentation Strategy, A/B Testing, Jobs To Be Done, Data-Driven UX, Growth Experimentation, Conversion Optimization
Tools	Figma, FigJam, Miro, Adobe CC, Cursor, Claude, ChatGPT, GitHub Copilot, Vercel, HTML, CSS, JavaScript, Jira, Confluence, Notion

Work Experience

Specialist, Product Design, Nextiva, Bangalore Apr 2024 – Apr 2026

AI Products & Platform

- **XBERT AI:** Led AI-native experience design for onboarding and support workflows, including AI setup, skill selection, and testing before launch. Reported product outcomes included up to 20% lower call handling times and up to 50% fewer missed calls.
- **NextIQ:** Designed agent-assistance workflows with suggested replies, source references, and response-editing controls, applying human-AI interaction principles to support agent decision-making. Explored Autopilot concepts that made the active automation mode visible to agents
- **My Hub:** Designed messaging, pinned messages, forwarding, and group-management workflows for a customer communication platform serving 70K+ monthly active users.
- **TataPlay Agent Assist:** Designed real-time assistance for support agents, bringing suggested responses and next actions into live customer conversations, on a portal used regularly by 10,000+ customer care agents across 30+ locations
- **Contact Management on NEXT:** Replaced spreadsheet-based contact workflows with a unified customer view, bringing customer information into the agent’s workspace.

Design Systems

- **Sedona Design System:** Contributed reusable components, tokens, and patterns, and proposed improvements to documentation and library navigation to strengthen design system cohesion and scalability for product teams.

Leadership & Collaboration

- Built interactive prototypes using AI-powered prototyping with Cursor and Vercel to review workflows and product behavior with product and engineering teams.
- Mentored 2 designers and 1 researcher through design critiques, portfolio reviews, and individual coaching on live product work

Freelance Product Designer, Upwork (Remote)*May 2023 – Mar 2024*

- **BWise**: Designed an AI-assisted course-planning flow for educators in BWise, an iOS learning application.
- **Rapidcloud**: Increased feature adoption by 28% through a redesign of Rapidcloud analytics dashboards that made usage insights clearer and more accessible.
- **BodyFactory Skincare**: Redesigned BodyFactory Skincare’s website and treatment-booking flow, contributing to a 26% increase in booking conversion.

Senior UX Designer, E2open, Bangalore*Nov 2021 – Mar 2023*

- Redesigned MobileSTAR driver and depot workflows for dispatch, routing, live tracking, and proof of delivery on a logistics mobile app with 50K+ Android downloads, improving customer satisfaction by 17%.
- Redesigned onboarding across web products, increasing user activation by 40%.

Senior Product Designer, CaringCo, Gurugram*May 2021 – Sep 2021*

- Partnered with clinical leadership to design digital care-delivery workflows, simplifying patient intake and reducing processing time by 19%.
- Designed 8 operational dashboards for monitoring infection-control and medication metrics.

Lead UI/UX Designer, Alphonic, Jaipur*Aug 2015 – Apr 2021*

- Managed a team of 6 designers while leading design across 60+ client engagements spanning consumer, e-commerce, education, healthcare and SaaS products.
- Facilitated workshops across 20+ projects to clarify business requirements, prioritize user needs, and define design specifications.
- Consumer products included Eat Pohkeh, a mobile food discovery and ordering app; Standyou, an education platform spanning web and mobile across 22+ study destinations; and Felicity, a mental-health app with 10K+ Android downloads.
- Guided the team through weekly critiques, individual coaching, and career development, strengthening design decisions and execution.

Education**Bachelor of Technology in Computer Systems** · Punjab Technical University, Ludhiana, India.*2011 – 2015*

Mentorship**Design Mentor** · ADPList*Aug 2022 – Present*

- Mentored 80+ designers through portfolio reviews, resume coaching, and interview preparation.