

Mayuri Baheti

Senior UX & Product Designer
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Summary

- Led UX design for complex digital products over 8+ years across HealthTech, LegalTech, FinTech, and B2B SaaS, from discovery and research through to shipped products.
- Skilled across UX research, information architecture, wireframing, high-fidelity prototyping, design systems, and accessibility (WCAG), with experience working in agile teams.
- **What I bring:** End-to-end designer who thrives on complex problem solving and collaboration. I focus on identifying what matters and why by balancing user needs with strategic business goals and data-driven validation, translating insights into clear actionable design direction that drives measurable outcomes.

Experience

Independent Consultant | UX & Product Designer, Australia

Oct 2024 - Present

Working with clients to deliver research, strategy, and design that drives product decisions.

Karista | UX Research & Strategy, NDIS & HCP-funded care (Sep 2025 - Present)

- Reduced peak-time call friction by auditing the entire process from client onboarding to Salesforce staff tools. Uncovered systemic gaps across customer and internal workflows, and translated findings into a prioritised, execution-ready roadmap with clear product direction.
- Designed future state mockups to bridge current gaps to proposed solutions, enabling product and engineering alignment and accelerating backlog prioritisation.

Autochart | Visual Design, Healthcare AI (Speech-to-Text)

Reduced clinician documentation time by 60 to 75% and saved 1 to 4 hours daily by designing a scalable light and dark design system for a real time speech-to-text clinical platform.

HomeClap | Product Design, On-Demand Laundry App

Designed 25+ screens across 3 key flows, by leading end-to-end product design and collaborating with stakeholders to streamline ordering, tracking, and payments into a single shippable experience.

GS Lab | GAVS | Senior UX Designer, India

Oct 2022 - Sep 2024

- Improved search efficiency by 70% by leading design of an eDiscovery application for a Europe-based legal client. Enabled legal professionals to discover critical information within unstructured text.
 - Led stakeholder workshops and design sessions with clients aligning business objectives with user needs to define core features, workflows, and interactions. Conducted heuristic evaluations and user research, delivering high-fidelity mock-ups to guide the design and development team.
 - Lifted user satisfaction from 50% to 80% by collaborating with cross-functional teams to resolve complex UX challenges. Turned friction points into measurable design improvements.
- Designed a mobile app for financial services, covering investments, personal loans, and digital lending. Delivered visual designs and design systems to improve consistency across the project.
- Actively contributed to the internal UX team's cross-domain brainstorming sessions to drive innovation.

Techniche Imunita | UX Designer, India

Sep 2020 – Oct 2022

- Reduced document errors by 40% and handover time by 25% by redesigning a hospital management platform for 6+ user portals. Improved patient management and handover workflows.
- Mentored team members on UX/UI best practices, fostering a culture of collaboration and elevating design quality across multiple projects.

eSparse Matrix Solution | UIUX Designer, India

Oct 2019 – Aug 2020

- Delivered web and mobile products end-to-end (discovery to shipped) by partnering directly with product managers and engineers to translate user requirements into tested, on-brand interfaces.
- Reduced design iteration cycles by establishing typography, color, and imagery standards that gave engineering a single source of truth.

Freelance | UIUX Designer, India

Jan 2018 – Sep 2019

Worked with startups and enterprise teams to deliver end-to-end design on web and mobile products, balancing user needs, business goals, and tight timelines across multiple simultaneous engagements.

Awards & Recognition

- **Star Team (UX) Award, GS Lab:** Strong UX execution and collaboration on the eDiscovery project
- **Ace of Initiative, Techniche Imunita:** Mentored peers to elevate UX/UI quality and best practices
- **Wow Project, Techniche Imunita:** Delivered high-impact healthcare ERP UX solution
- **Innovation Award, Techniche Imunita:** Creative UX solution for complex hospital management platform

Skills

- **Design craft:** End-to-end product design · Interaction & visual design · Design systems · Prototyping (low to high fidelity) · Design for accessibility (WCAG) · Service design
- **Research & strategy:** User research (qualitative & quantitative) · User interviews · Usability testing · Competitive analysis · Journey mapping · Information architecture · User-centered design (UCD)
- **Experimentation & growth:** A/B testing · Hypothesis-driven design · Conversion optimisation · Lean UX
- **Product thinking:** Product discovery · Concept development · MVP scoping · Cross-platform design (Web, iOS, Android) · Design for scale
- **Collaboration & leadership:** Stakeholder management · Cross-functional collaboration · Mentoring · Workshop facilitation
- **Tools:** Figma · Figma AI plugins · Axure RP · Adobe XD · Miro · Atlassian Jira · Happy to learn anything

Education

- **Course: Philosophy of Cognitive Sciences:** The University of Edinburgh, 2024
- **Bachelor of Engineering (Information Technology):** Savitribai Phule Pune University, 2017
- **Diploma (Computer Engineering):** Government of Maharashtra, 2013

References are available upon request.