

Mayuri Baheti

Senior Product Designer

Portfolio: www.mayuribaheti.com

Summary

- Senior Product Designer with 8+ years leading end-to-end design across HealthTech, LegalTech, FinTech and B2B SaaS, from discovery through to delivery.
- Skilled across UX research, information architecture, wireframing, high-fidelity prototyping, design systems, and accessibility (WCAG 2.2), with experience working in agile, cross-functional teams.
- **What I bring:** End-to-end Product Designer who thrives on complex problems and collaboration. I combine user needs, business goals and data-driven validation to iterate and turn insights into clear design direction and measurable outcomes.

Work Experience

Senior Product Designer, Australia

Independent Consultant | Oct 2024 – Present

Impact:

Delivered research-led UX and product design for care, HealthTech, and consumer app clients, cutting documentation time by 60-75% and driving roadmap alignment through journey mapping.

Karista | UX Research & Strategy, End-to-End Customer Journeys (*Contract*)

- Led a research audit of customer and staff journey touchpoints, from client onboarding through to Salesforce staff tools, to diagnose peak-time call friction. Identified systemic gaps and drop-off points across both workflows and synthesised findings into a prioritised, execution-ready roadmap.
- Presented future-state mockups grounded in the research to product and engineering stakeholders, accelerating backlog prioritisation and cross-team alignment.

Autochart | Product Design, Healthcare Professional Experience & Conversational AI (*Contract*)

Evaluated clinician workflows and designed a scalable design system for a real-time clinical documentation experience, with a production-ready Figma component library and design tokens.

HomeClap | Product Design, Customer Mobile App (*Contract*)

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Key Skills

- Excellent verbal and written communication
- Stakeholder management and collaboration
- AI-assisted design
- UX Research
- A/B Testing, Usability Validation
- Interface Design
- Web Accessibility Design
- Project Management
- Wireframing, Prototyping
- Web-based SaaS design
- Mobile Product Design
- HTML/CSS & JavaScript
- Independent Contributor

Toolbox

- Figma · Figma AI
- Miro
- Jira · Confluence
- Claude
- Maze
- Google Analytics
- Axure RP

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 quality and best practices
- **Wow Project Techniche Imunita**

Conducted user and market research to identify friction across ordering, tracking and payment journeys, informing 25+ mobile experiences.

Senior UX Designer, India

GS Lab GAVS | Oct 2022 – Sep 2024

Impact:

Improved search efficiency by 72% and user satisfaction from 53% to 84% by simplifying complex workflows and leading UX design for an eDiscovery platform used by legal professionals.

Responsibilities:

- Conducted UX research to identify user needs, pain points and opportunities across complex workflows.
- Facilitated stakeholder workshops and design sessions to align business goals with user needs and define product requirements.
- Designed user journeys, workflows, wireframes and high-fidelity prototypes from discovery through to delivery.
- Partnered with Product and Engineering to validate solutions and turn complex requirements into usable, build-ready experiences.
- Designed a consumer-facing financial services mobile app covering investments, personal loans and digital lending, supported by a scalable design system.
- Mentored UX peers and facilitated cross-domain design sessions to share best practices and improve design quality.

UX Designer, India

Techniche Imunita | Sep 2020 – Oct 2022

Impact:

Reduced document errors by 40% and handover time by 25% by redesigning patient management and handover workflows across 6+ user portals.

Responsibilities:

- Led end-to-end UX/UI design across complex healthcare workflows, from discovery and research through to flows, prototypes and high-fidelity design.
- Collaborated with cross-functional teams and mentored designers to validate solutions, improve design quality and maintain consistent experiences across products.

UIUX Designer, India

eSparse Matrix Solution | Jan 2018 – Aug 2020

References are available upon request.

Delivered high-impact healthcare ERP UX solution

- **Innovation Award, Techniche Imunita**
Creative UX solution for complex hospital platform

Education

- **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