

ASHRAI JHA

Product Designer | UI/UX | HCI

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SUMMARY

Product Designer with 4+ years of experience creating large-scale content-driven consumer experiences across web, CTV, and mobile platforms. Skilled in UX research, responsive design, interaction design, design systems, and agile collaboration. Proven track record delivering high-quality experiences that drive measurable engagement gains.

WORK EXPERIENCE

Lead Product Designer | **FOX Corporation (FOX Sports & FOX Nation)** | Aug 2023 – Apr 2026

- Owned end-to-end product design for live content experiences across **NFL, MLB, and FIFA World Cup 2026** on mobile, **CTV**, and desktop, driving a **40% increase in user engagement** through iterative testing with 50+ users.
- Designed real-time match tracking features, shot charts, momentum visualizations, lineup views, and live stats modules, including **motion design and microinteractions**, serving millions of users across all platforms.
- Redesigned the **FOX Nation Live Electronic Programme Guide** across web, mobile, and living room devices, boosting engagement by **20%** and lifting content discovery by **30%** via **WCAG 2.1-informed**, accessibility focused design.
- Established a scalable **design system** with token-based components and reusable assets, reducing handoff friction and improving team **coding efficiency by 20%**.
- Collaborated cross-functionally with engineers, product managers, and stakeholders in an agile environment, communicating design decisions through inventive storytelling and clear design rationale, aligning work to **product KPIs**, and delivering production-ready designs on tight event-driven timelines.
- Designed and launched an **AI-powered sports assistant** enabling real-time game insights via **text and voice interactions**, increasing **feature engagement by 40%** and improving user session retention during live events

UX Design Intern | **EXL Clairvoyant** | Apr 2023 – Aug 2023

- Conducted **client interviews and stakeholder workshops** to surface pain points across **enterprise AI, ALM, and PLM platforms**, translating insights into actionable design requirements.
- Designed an **end-to-end AI application suite**, developing storyboards, high-fidelity prototypes, and interactive wireframes that communicated complex AI workflows clearly to both technical and non-technical stakeholders.
- Built a reusable **design component library and framework**, handed off to engineering, accelerating **product development velocity by 15%** and establishing consistent UI patterns across the platform.

UX Designer & Researcher | **IC2 Institute** | Aug 2022 – Apr 2023

- Designed **micro-interaction patterns for mood data tracking modules**, improving **data visualization clarity** for healthcare providers by **20%** through iterative prototyping and user feedback cycles.
- Facilitated **focus groups, A/B Tests on amplitude and usability evaluations** on high-fidelity prototypes, synthesizing findings into prioritized design recommendations that directly shaped the product roadmap.

UX Design Intern | **CpConverge** | Sep 2019 – Apr 2020

- Increased university application **completion by 30%** and **onboarding by 70%** through a full UX overhaul of the CpConverge (higher education counseling platform), informed by **70+ usability testing participants**.
- Mapped end-to-end **user journeys and information architecture** for the student counseling flow, identifying key drop-off points and redesigning critical touchpoints to reduce friction and improve task completion.

EDUCATION

MS Human Computer Interaction University of Texas at Austin | GPA 3.90/4.0 | Dec 2022

BS Electronics and Communication SRM University | May 2019

SKILLS

Design: Wireframing, Prototyping, Interaction Design, Mobile Interface Design, Design Systems, Responsive Design, User-Centered Design, Visual Design

Research: User Research, UX Research, WCAG 2.1, Usability Testing, A/B Testing, Heuristic Evaluation, Information Architecture, User Flows, Journey Mapping, Affinity Diagramming, Storyboarding

Tools: Figma, Procreate, Adobe Illustrator, Adobe XD, InVision, Miro, Jira, Atlassian, SQL, Qualtrics, UserTesting, Adobe Creative Cloud, HTML, CSS

AI: ChatGPT, Claude, Gemini, Copilot, Runway, Figma Make, Cursor