

ASHRAI JHA

Product Designer | UI/UX | HCI

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SUMMARY

Product Designer with 4+ years of experience across media, enterprise AI, and healthcare — delivering end-to-end UX for high-traffic consumer products and complex enterprise platforms. Skilled in UX research, design systems, interaction design, and cross-functional agile collaboration. Adept at communicating design rationale, aligning decisions to product KPIs, and leveraging AI tools to accelerate delivery.

WORK EXPERIENCE

Lead Product Designer | [FOX Corporation \(FOX Sports & FOX Nation\)](#) | Aug 2023 – Apr 2026

- Owned end-to-end product design across a large-scale, multi-tenant content platform, delivering responsive experiences for **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 complex **data visualization features**, including real-time shot charts, momentum graphs, lineup views, and live stats modules, with motion design and microinteractions, serving millions of concurrent users across web, mobile, and CTV platforms.
- Redesigned a high-traffic **content discovery surface** across web, mobile, and living room devices, applying **WCAG 2.1** accessibility standards, boosting user engagement by **20%** and improving content discovery by **30%**.
- Established and governed a scalable, **token-based design system**, defining components, variants, and documentation standards, reducing design-to-dev handoff friction and improving engineering efficiency by **20%**.
- Partnered cross-functionally with engineering, product, and business stakeholders in an **agile environment**, presenting design rationale through structured storytelling, aligning decisions to **product KPIs**, and consistently delivering production-ready work on time-sensitive release cycles.
- Designed and launched an **AI-powered assistant** enabling real-time insights via text and voice interactions, defining conversational UX patterns and interaction models, increasing feature engagement by **40%**, and improving session retention during live events.

UX Design Intern | [EXL Clairvoyant](#) | Apr 2023 – Aug 2023

- Led discovery through **client interviews and stakeholder workshops** across enterprise **AI, ALM, and PLM platforms**, synthesizing findings into structured design requirements that directly informed product scope.
- Designed end-to-end UX for an **enterprise AI application suite**, producing storyboards, interactive wireframes, and high-fidelity prototypes that translated complex workflows into clear, stakeholder-ready design narratives.
- Built a reusable **design component library** and handed it 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, 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 a 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 | Jan 2021 - Dec 2022

BS Electronics and Communication — SRM University | GPA 3.54/4.0 | Jul 2015 - May 2019

SKILLS

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

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

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