

JASHVI DHOLAKIYA

SENIOR PRODUCT DESIGNER

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PROFILE

Senior Product Designer with 5+ years designing for scale - enterprise SaaS, mobile banking, and eCommerce platforms used by millions. End-to-end owner from research to delivery, with hands-on fluency in AI-assisted design tools, design systems, and multi-platform product design (web, iOS, Android).

EXPERIENCE

Relocation to Germany - Personal transition

Apr 2026 – Present

Relocated to Aachen, Germany; focused on German language study (B1 exam completed, results pending) and integrating into the local job market.

UX Lead - Locobuzz Solutions Pvt. Ltd.

Nov 2024 – Jan 2026

Mumbai, India

- Led UX for Newsverse, a pre-launch AI-powered media intelligence tool showing real-time brand perception by categorizing media coverage (e.g. fraud & breaches, share market) and surfacing trends per news item.
- Redesigned Newsverse's complex alert-monitoring query syntax into a user-friendly, modular approach - achieved an 80% task success rate in internal testing.
- Owned UX for Locobuzz CX (enterprise AI SaaS, 400+ global clients including Audi, Nissan, and AirAsia), suggesting improvements to existing features and shaping new ones — partnered directly with the CEO on strategic UX decisions.
- Built a Figma component library, eliminating recurring dev handoff confusion and back-and-forth over component usage.
- Conducted 5 internal usability testing sessions on Locobuzz CX, surfacing major UX fixes and driving a 10% improvement in feature discoverability.
- Contributed to CMOverse, collaborating cross-functionally on product direction.

Manager – UX & App Design - RBL Bank

Apr 2024 – Oct 2024

Mumbai, India

- Led UX for myRBL Bank, a mobile banking app with 5M+ users - redesigned onboarding, payments, and security flows across web, iOS, and Android; contributed to an estimated 20% reduction in drop-offs across 4 key flows.
- Managed a team of 3 designers, overseeing design quality and delivery across the app's design QA effort.
- Led a 5-month design QA effort across 30+ flows and ~240 screens on Android and iOS - 2,400+ screen-level checks for pixel-perfect delivery.

Product Experience Designer - Mindstix Software Labs

Dec 2021 – Apr 2024

Pune, India

- Led UX for Amway Thailand (top-5 global market) - designed multi-step eCommerce purchase flows across 3 user segments (guests, ABOs, registered users) on responsive web, ahead of a product launch 1 year out.
- Conducted UX research across 3 Lennar projects - stakeholder interviews, journey mapping, and ecosystem mapping - unlocking a new strategic direction that helped Lennar better manage their ecosystem.
- Defined a company-wide presentation design system - visual language, style guide, component library, and usage guidelines - adopted across the organization from the executive team (CEO, CTO) to product management for client pitches and POCs, cutting deck creation time by 60%.

UX/UI Designer - Boho Procure

Mar 2021 – Dec 2021

Mumbai, India

- Designed end-to-end UX for a B2B procurement platform - product flows, component design, and a responsive web interface.

Career Transition into UX - Self-directed study & wellness venture

Jan 2020 – Feb 2021

- Transitioned from a commerce background into UX design through self-study (from Aug 2020), alongside a wellness venture and volunteering with the Art of Living Foundation.

SKILLS

Core Design: End-to-end UX, Interaction Design, Prototyping, Design Thinking, User-Centered Design, Visual Design
Research & Insights: Usability Testing, Journey Mapping, User Flows, Persona Development, Behavioural Insights, Stakeholder Workshops

Design Systems: Component Libraries, Design Tokens, Atomic Design, Figma Auto Layout, Dev Handoff, Usage Documentation

AI & Tooling: AI Rapid Prototyping, Figma (Expert), Figma AI, FigJam, Miro, Adobe Suite, Jira, Confluence

Platforms: Web, iOS, Android, Responsive Design, Cross-Platform UX

Process & Collaboration: Agile / Scrum, Design Sprints, Cross-Functional Teams, Stakeholder Management, WCAG 2.1 AA, Inclusive Design

EDUCATION

B.Com - Narsee Monjee College of Commerce & Economics, Mumbai University (2014 – 2017)

ACHIEVEMENTS

- Outstanding Performance Award - Locobuzz Solutions (2025)
- German B1 Zertifikat - Telc Institut (exam completed 2026, results pending)
- 2nd Runner Up, Grid Designathon - Grid Design Studio (2022)
- Best Creator - Crater Club (2022)

LANGUAGES

English (Fluent) · German (B1)