

Gayatri Iyer (US Citizen)

AI-Native Product Designer

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- ▶ Award-winning Product Designer with 2+ years architecting scalable digital ecosystems for multi-market platforms (900K+ users), blending systems thinking, visual storytelling, and data-driven interaction design
- ▶ Grounded in design thinking, user research and analysis, envisioning, and facilitating design workshops to translate ambiguous problems into clear, scalable systems
- ▶ Fluent in AI-assisted design tooling, Claude Code, Figma Make, Banani, moving concepts from prompt to shippable UI
- ▶ Architecting agentic UX interaction patterns where AI agents drive execution and humans stay in the loop for judgment, trust and control

AREAS OF EXPERTISE

Design Themes / Domain Knowledge

Agentic UX & Human-Centered AI Design · Design Thinking · User Research & Analysis · Design Workshops · Information Architecture · Interaction Design · Design Systems · Visual UI Design · Motion Design · Brand Systems · Accessibility (WCAG)

AI Design Tools

Claude Code and Design · Figma Make and Agents · Gemini Banani · UX Pilot

Design Tools

Figma · Adobe Creative Suite · Framer · Power Point

EXPERIENCE

6D Technologies | Senior UI/UX Designer

Aug 2025 – Present

Lead end-to-end product design for enterprise telecom products, designing AI-powered campaign management and customer loyalty platforms used across multiple markets, supporting **900K+ members, 100+ partners, and 5M+ transactions**.

- **Owned the end-to-end product design lifecycle**, from discovery, user research and journey mapping to wireframing, high-fidelity UI, prototyping and developer handoff.
- Collaborated with Product Managers and Engineering teams to translate business goals and requirements into scalable user-centred solutions.
- Simplified complex business processes by designing intuitive rule builders, multi-step workflows and scalable interaction patterns.
- **Integrated AI into the design workflow using Claude** for requirements exploration, UX ideation, interaction specifications, documentation and reusable design workflows, accelerating product delivery.
- **Designed AI-powered campaign experiences**, including Aarya, a conversational campaign builder that transforms natural-language goals into structured campaign proposals, and AI Insights & Alerts that support human-in-the-loop decision making.
- **Built and maintained reusable design systems and component libraries**, including 6D's ONE UI and Magik's design system within Claude, improving design consistency, accelerating cross-team collaboration and reducing design-system iteration time by **75%**.

California College of the Arts | Design Team Coordinator, UI/UX Designer (CAPL Project)

Sep 2024 – May 2025

Directed UX strategy and brand identity for Love Lives in SF, a city-wide campaign spanning website, events, and exhibition. Launched the campaign website on Wix, optimizing navigation, content flow, and accessibility end-to-end; co-led 8+ public events driving 75%+ attendee participation. Developed storytelling decks, marketing videos, and brand assets; co-organized curated content for public exhibitions, designing interactions and driving cross-team execution.

ITC Infotech | Graphic & Marketing Intern

May 2024 – Jul 2024

Increased marketing efficiency building high-impact visual content for social/email campaigns (+15% engagement); produced brand-aligned collateral for Blazeclan and ICARE CSR programs, integrating strategic SEO and PPC insights to shape a cohesive visual identity.

Accenture | Creative Designer Intern

Jan 2023 – May 2023

Collaborated with AR/VR teams on immersive metaverse experiences and high-fidelity prototypes for client presentations; boosted campaign engagement 22% across 8+ ad campaigns; secured 3 key partnerships via high-impact pitch decks.

Training Vision Institute Pvt Ltd | Visual Communication Design Intern

May 2021 – Aug 2021

Innovated with cross-functional teams to design marketing materials including logos, social posts, banners, and brochures, boosting brand visibility for accessible-education initiatives.

EDUCATION

MFA in Design, California College of the Arts, San Francisco (Aug 2023 – May 2025), GPA 3.96/4
B.Des in Communication Design, PES University, Bangalore (Aug 2019 – May 2023), GPA 9.98/10

AWARDS

1st Rank (Gold Medalist): Prof. CNR Rao Merit Scholarship
Distinction: Prof. MRD Merit Scholarship
Awarded consecutively across all 8 semesters

CERTIFICATIONS

Anthropic: AI Fluency Framework & Foundations · Claude 101 · Google: AI Essentials, AI Boost Bites · SkillsBooster: Claude AI Tools for Beginners · CalArts (Coursera): UI/UX & Graphic Design Specializations · Google: Foundations of UX Design · Xbox Media Solutions: Product Design & UX/UI Fundamentals