

SHABNAM RAGHAVAN

Product Designer · End-to-End UX · AI Agentic Workflow UX · Design Systems · B2B & B2C

Bengaluru · +91 7022665338 · shabnam.rs.work@gmail.com · [LinkedIn](#) · [Portfolio](#) · [GitHub](#)

3+ yrs	1M+	4	7	20+
Product Design Experience	Active Users	Products Designed 0 → 1	AI Agentic Workflows	Design System Components

SUMMARY

Product Designer with **3+ years** of **end-to-end experience** designing **B2B and B2C products for web and mobile**. Sole designer for **IHX Nucleus**, the claims platform behind Perfios's acquisition of IHX, used by **1M+** users across **18,000+** hospitals and **35+** insurers and claim administrators (TPAs). Designed **4 products 0 → 1** and the **UX for 7 AI agentic workflows**.
Work from discovery to post-launch iteration using **user interviews, contextual inquiry, session data (Hotjar, GA), A/B tests** and **usability testing**. Build with an **AI-native workflow** for research, UX writing, prototyping, UX auditing and design system scaling. Proficient in Figma, Framer, VS Code and HTML/CSS fundamentals; design to **WCAG 2.2 AA** accessibility guidelines.

EXPERIENCE

Product Designer · IHX (a Perfios company)

Aug 2024 – Present · Bengaluru

Health insurance · Claims & payments · B2B SaaS

- Reconciliation module, 0 → 1: User-centred design** of self-serve insurer-payment matching for hospitals, from research synthesis to user flows, wireframes, prototypes and **usability testing**. **Reconciled ~₹4 Cr in the first month, recovered 25–30% of receivables; live at 300+ hospitals.**
- Reporting & Analytics, 0 → 1:** Turned recurring report requests in support tickets into self-serve adoption, turnaround-time and transaction dashboards with **data visualisation**, filters and scheduled reports, refined through **usability testing**. **Cut manual report requests by ~60%.**
- Operations dashboard, redesign:** Redesigned **information architecture and task flows** for **multi-role ops teams** handling **high-stakes claim workflows**, **reducing cognitive load**. **Helped lift revenue per claim by 33%.**
- AI agentic workflows:** Designed the **UX for 7 AI agentic workflows** built into existing claim flows (5 in pre-authorisation, 2 in post-claim query and settlement), from **user pain points** found through **contextual inquiry, user feedback** and **Google Analytics data**, with **trust-building AI patterns**. The live pre-auth agent, combining document extraction and beneficiary search, **cut claim submission time from 5 to 2 min.**
- In-product user management, redesign:** Found **user pain points** through **field team focus groups** and **hospital and customer support team interviews**: login UX issues were driving support load and access risks. Redesigned roles, SSO and inactive-account alerts. **Cut support tickets by 87% (~80 to ~10/day), resolution time from 30 to 5 min** and **OTP requests by 60%.**
- Settlement workflow, redesign:** Spotted drop-offs in **Hotjar session recordings**; shipped an MVP grouping settlement-ready claims, then a **bulk workspace**. **Cut time to initiate settlement by 51%.**
- AI prototyping workflow, initiated:** Set up an **AI-native design workflow**: Perplexity for research, AI synthesis of interview transcripts, FigJam AI for user flows, and Figma MCP, Claude Code and Cursor for prototypes. **Cut concept-to-prototype time from 10–15 working days to 5–8 (~2x faster).**
- Cross-team collaboration & design practice:** Work with PMs, engineers, data and field teams in Agile sprints, run design critiques, mentor design interns and **advocate for users** in scope trade-offs.

Associate Product Designer · IHX Pvt Ltd

Oct 2023 – Aug 2024 · Bengaluru

Health InsurTech · B2B SaaS · Mobile & web

- Pre-authorisation flow, redesign:** Unified multiple complex platform and HIS workflows into **one user-centred flow** through **systems thinking**, covering validations for **35+ insurers** and **error and edge-case states**, refined through **remote usability testing** and **user feedback**. **Cut manual data-entry errors by ~80% and claim-processing time by 15%; 34% adoption (120 of 356 hospitals).**
- Hospital B2B mobile app, 0 → 1:** Designed a responsive iOS and Android app in 3 weeks from **user and ecosystem research**, **built around low-bandwidth hospital constraints** and extending the web design system. **Drove a 33% increase in client acquisition within 2 months; now at 9,500+ DAU.**
- Design system & patterns:** Consolidated existing components and built new ones into a Figma design system of **20+ components** with state and variant coverage, giving teams consistent, **reusable patterns**. **Cut frontend UI build time from 3+ weeks to 2 per feature.**

UX Consultant · IHX Pvt Ltd · Converted to FTE in 3 months

Jul – Oct 2023 · Bengaluru

B2C · Mobile app · Health Tech · Electronic Health Records (ABDM/ABHA)

- **Patient health records app, 0 → 1:** Designed end to end, from onboarding to national health record fetching, smart lab-report analysis and vitals tracking, shaped by **competitor research** and **iterative prototyping**. **Cleared the ABDM compliance milestone; launched on the Play Store.**

UX Designer · eCharge · Freelance

Mar – Jun 2023

B2C · EV charging · Mobile app

- Redesigned the EV charging app end to end, from station discovery to booking and wallet, through **IA and user flows, visual design, micro-interactions** and **motion design (Jitter, LottieFiles)**; now at **1K+ Play Store downloads** with a **4.6-star rating**.

Earlier career · Graphic & apparel design · Tailorman, The August Co., Miss Momo

2017 – 2022

- Created brand visuals, lookbooks, digital illustrations, social media creatives and e-commerce visual frameworks, and worked with website teams on **brand-consistent web experiences** (Adobe Illustrator, Photoshop).

PROJECTS

- **Conversational AI agent for claim submission, concept · IHX:** Conceptualised a chat-led claim-submission experience that replaces manual form filling, with high-fidelity prototypes tested through **unmoderated remote tests on Maze**. **Proposed reduction in time to submit from 7 to 2 min.**
- **WiseWoman, AI daily planner, 0 → 1:** Designed and built in 5 days, now in testing: UX, Gemini integration and an eval framework scoring AI outputs against a **pass/fail rubric** (React, TypeScript, Supabase, Gemini, Capacitor).

SKILLS & TOOLS

User Research	User-centred design · Design thinking · Discovery · User & stakeholder interviews · Competitive analysis · Heuristic evaluation · Contextual inquiry · Moderated & remote usability testing · A/B testing · Session analytics · Personas · Journey mapping
Interaction & Visual	Information architecture · User flows · Wireframing · Prototyping · UI design · Visual design · Interaction patterns · Responsive & adaptive design · UX writing & microcopy · Accessibility (WCAG 2.2 AA)
Design Systems	Component design · Token architecture · State & variant coverage · Pattern libraries · Developer handoff
AI & Build	Research synthesis · Perplexity · FigJam AI · Figma MCP · Claude Code · Cursor · VS Code · Lovable · AI eval framework design
Tools	Figma · FigJam · Axure · Maze · Hotjar · Google Analytics · Miro · Jira · Notion · Framer

EDUCATION

MSc Microbiology, electives in **Psychology & Cognitive Behaviour** · Vellore Institute of Technology · 2013–2015

Diploma in Fashion Design · JD Institute · 2017

RECOGNITION & CERTIFICATIONS

HFI Certified Usability Architect (CUA™) · Human Factors International · Sep 2026

IHX Spotlight Award · Feb 2026 · Awarded by the CEO for UX improvements to IHX Nucleus

IHX Hackathon, 1st place · Sep 2025

ADPList / Superdribbs UX Challenge, Top 3 · Jul 2023

UX Launchpad · Sunday's UX by Rohan Sharma · Jan – Mar 2023