

# Jasveer Kaur

## Lead Product Designer – AI and Generative UX Specialist – 12+ Years Experience

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Location: New York, NY – Open to Remote, Hybrid, or Relocation

Work Authorization: Authorized to work in the United States

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### PROFESSIONAL SUMMARY

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Lead Product Designer with 12+ years of experience in AI-powered UX, Generative AI, and enterprise SaaS platforms.

Specialized in designing LLM-based copilots, conversational AI interfaces, explainable AI systems, and human-in-the-loop workflows using ChatGPT, Claude AI, Microsoft Copilot, and Figma AI.

Proven track record leading cross-functional teams, driving stakeholder alignment, and delivering measurable business impact across FinTech, Healthcare, Retail, and B2B SaaS.

- **10+ AI-integrated products shipped**
- **30% workflow efficiency gain through AI UX design**
- **Led and mentored cross-functional teams of 5 to 10 designers**
- **Defined AI UX vision and strategy at enterprise scale**

### CORE SKILLS

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**AI Tools:** ChatGPT GPT-4o, Claude AI, GitHub Copilot, Microsoft Copilot, Figma AI, Midjourney, Adobe Firefly, Gemini

**AI and Generative UX:** Generative AI UX, LLM UX Design, Conversational Design, NLP Interfaces, Prompt Engineering for UX, Explainable AI, Human-in-the-Loop Design, AI Copilot UX, Responsible AI, AI Governance UX, RAG-Based Interface Design

**UX and Product Design:** UX Strategy, User-Centered Design, Wireframing, Prototyping, Interaction Design, Design Systems, Component Libraries, Information Architecture, Product Thinking, Service Design, Journey Mapping

**Research and Testing:** User Research, Usability Testing, A/B Testing, Conversion Optimization, Data Visualization, Dashboard UX, Accessibility (WCAG 2.1, Section 508)

**Leadership and Collaboration:** Design Leadership, Team Mentorship, Stakeholder Management, Cross-Functional Collaboration, Agile UX, Scrum, Lean UX, Design Thinking, Human-Centered Design

**Design Tools:** Figma, Adobe XD, Sketch, ProtoPie, Axure RP

**Research and Analytics Tools:** Maze, Hotjar, UserTesting, FullStory, Dovetail, Amplitude, Mixpanel, Google Analytics

**Collaboration Tools:** Jira, Miro, FigJam, Notion, Confluence

**Development Basics:** HTML5, CSS3, React design handoff, Angular, REST APIs

**Industries:** FinTech, Banking, Healthcare, Retail, Enterprise SaaS, EdTech, B2B, B2C

### WORK EXPERIENCE

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#### Lowe's

April 2025 – Present

**Lead Product Designer – Enterprise AI and Generative UX** – Remote, USA

- Led cross-functional design, product, and ML teams to define AI UX vision and strategy for an enterprise AI Copilot platform adopted by 5,000+ employees.
- Mentored 3 junior and mid-level designers, establishing critique frameworks, AI workflow standards, and design rituals across the team.
- Designed Generative AI interfaces integrating ChatGPT GPT-4o and Microsoft Copilot with editable AI outputs, confidence scoring, and explainable AI patterns that increased user trust.
- Developed prompt engineering frameworks for UX and human-in-the-loop controls for safe, transparent AI interactions at enterprise scale.
- Used Claude AI for research synthesis and Figma AI for component delivery, cutting discovery sprint time by 40%.
- Created the organization's first AI Interaction Design Guidelines adopted across 3 enterprise product teams.

**Results: 30% workflow efficiency gain, 25% faster onboarding, 40% faster design via AI tools**

#### Sheraden Lighting

March 2023 – March 2025

**Senior Product Designer – AI-Powered Retail and Conversational UX** – New York, NY

- Led end-to-end AI UX strategy for the retail platform with stakeholder management across CPO, ML engineers, and engineering leads.
- Designed a conversational AI shopping experience using ChatGPT-powered NLP search, replacing traditional category navigation with intent-driven natural language product discovery.
- Built personalized AI recommendation UI with responsible AI explainability features including confidence indicators that improved cart conversion by 18%.
- Introduced human-in-the-loop refinement controls and used Figma AI to auto-generate layout variants, reducing design review cycles by 30%.

**Results: 35% product discovery improvement, 18% cart conversion lift, 30% faster iterations**

### **Bank of America**

**January 2023 – March 2023**

#### **Senior Product Designer – FinTech AI Dashboards** – New York, NY (Contract)

- Designed AI-enhanced financial dashboards and intelligent recommendation systems for enterprise customer engagement and operational insights.
- Used GitHub Copilot to accelerate design-to-code handoff; delivered WCAG 2.1 AA accessible and compliant design system updates in a regulated environment.

**Results: 25% task success rate improvement, 20% support ticket reduction**

### **EHE Health**

**May 2021 – October 2022**

#### **Senior Product Designer – Healthcare Marketplace Platform** – New York, NY

- Redesigned healthcare marketplace workflows including job search, travel assignments, timecard, and communication systems into a cohesive cross-platform experience.
- Mobile-first timecard redesign drove 50% web-to-app migration within 2 weeks of launch.
- Applied ChatGPT-assisted research synthesis to analyze user feedback, saving 8 hours per sprint and reducing job application completion time by 20%.

**Results: 50% app migration in 2 weeks, 20% faster application completion**

### **Bank of America**

**July 2019 – January 2021**

#### **Senior Product Designer – Enterprise Vendor Management** – Jersey City, NJ

- Acted as Senior Design Lead owning full design strategy, roadmap, wireframing, prototyping, and user research independently across the entire project lifecycle.
- Led end-to-end redesign of legacy vendor management system and mentored junior designers on Agile UX workflows and stakeholder management.
- Facilitated design workshops and presented to 3 stakeholder groups bi-weekly to drive product roadmap alignment.

**Results: 35% vendor onboarding reduction, 40% satisfaction score increase**

### **Star Electric / GRIPS EdTech**

**April 2014 – April 2019**

#### **Product Designer and UI-UX Designer – New York, NY and Punjab, India**

- Designed and shipped 10 adaptive AI-powered K–5 math learning games at GRIPS reaching 50,000+ learners using AI tutoring logic for real-time difficulty personalization.
- Delivered enterprise responsive applications and scalable UX systems across EdTech and industrial verticals; practiced user-centered design and cross-functional collaboration throughout.

**Results: 50,000+ learners reached, 10 AI adaptive games shipped**

## **FEATURED AI-INTEGRATED PROJECTS**

### **Enterprise AI Copilot UX – Lowe's Workflow Automation**

*Tools: ChatGPT GPT-4o, Microsoft Copilot, Claude AI, Figma AI. Impact: 30% efficiency gain, 5,000+ daily users.*

Designed full UX for enterprise AI Copilot with transparent AI output controls, HITL refinement, explainability indicators, and prompt engineering frameworks.

### **Conversational AI Shopping Experience – Sheraden Lighting**

*Tools: ChatGPT NLP, Figma AI, Midjourney. Impact: 35% discovery improvement, 18% conversion lift.*

Designed NLP-driven product search and AI recommendation UI with responsible AI explainability and human-in-the-loop override controls.

### **AI Research Synthesis Workflow and AI Design System Automation**

*Tools: Claude AI, ChatGPT, Figma AI, GitHub Copilot. Impact: 80% faster research, 40% faster design delivery.*

Used Claude AI to synthesize 100+ interview transcripts into affinity maps and personas in 4 hours versus 3 days. Integrated Figma AI and GitHub Copilot to auto-generate component documentation and CSS tokens for React libraries.

## EDUCATION

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<b>Master of Design (MDes)</b> – Lovely Professional University, India	2012–2014
<b>Bachelor of Design (BDes)</b> – Punjab University, India	2008–2012
<b>Diploma in Web Design</b> – Modern Institute of Technology, India	2007–2008

## CERTIFICATIONS

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- Google UX Design Professional Certificate
- AI for Everyone – DeepLearning.AI (Coursera)
- Designing with AI – Figma Community
- Microsoft Copilot Fundamentals
- WCAG 2.1 Accessibility Specialist
- Human-Computer Interaction – Nielsen Norman Group