

Divya Shah

Lead Product Designer · Making complicated things simple.

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PROFILE

Product designer with eight years on hard products: observability dashboards read during outages, health results read while scared, and AI that has to show its work. Sole-designer track record across enterprise and consumer, from conversational AI and observability to healthcare and customer support. I write decisions down, argue them with evidence, and build systems and AI tooling so the tenth screen ships as coherent as the first. Accessibility is non-negotiable.

EXPERIENCE

Kore.ai Mar 2026 · present

Lead Product Designer

- Lead UX for Board Observer and In-Sight (Credit Companion) for ADCB: enterprise board and credit-committee tooling, core product and AI features including knowledge-base evaluation, contextual source highlighting and citation-to-source mapping.
- Turned the Figma design system into a code-ready core an AI agent builds screens from: 238 tokens with provenance, 154 token-driven classes, two brands from one markup set, linted so no raw value can ship.
- Built the team's AI tooling: skills that render analyst-view, enablement and client-status decks and competitive briefs from confirmed notes, and led enablement on AI-assisted design workflows.

New Relic Oct 2024 · Oct 2025

Senior Product Designer

- Designed the Change Intelligence Report, an AI verdict on whether a deploy broke production, surfaced in New Relic and GitHub Copilot and built so engineers can check the answer rather than trust it.
- Reimagined the mobile app for engineers mid-incident: scannable dashboards and data visualisation became the entry point for 60 to 70 percent of mobile sessions, and mobile adoption rose 90 percent.
- Led serverless integration and APM design that cut engineering effort 85 percent and delivered end-to-end transaction visibility. Drove cross-functional alignment on UX strategy and instrumentation.

PharmEasy Oct 2021 · Oct 2024

Lead Product Designer

- Designed Health Trends, turning raw lab numbers into trends people can act on: engagement up 24 percent, rated 4.2 of 5 in moderated usability testing.
- Enabled post-order edits, cutting cancellations 12 percent; improved retention 13 percent through service offerings; designed and iterated the loyalty programme.

Freshworks (Freshdesk) Feb 2018 · Jul 2021

Senior Product Designer

- Sole designer for the ground-up Knowledge Base revamp across agent and end-user portals, shipped in four releases. 73 percent of customers adopted self-service; article views reached 643K a month; the mid-market segment doubled.
- Ran the research and usability testing behind every major decision, on a 100,000-plus customer base.

SKILLS

Design	UX strategy · information architecture · task flows · interaction design · prototyping · design systems and tokens · accessibility (WCAG AA)
AI	AI feature design · design systems for AI generation · custom skills and agent workflows · evaluation with a human in the loop
Research	User interviews · usability testing · A/B testing · heuristic evaluation · inclusive design
Tools built	ATS Buddy (Figma plugin) · Inception screen generator · PRD-to-UX gap report · analyst-view, enablement and client-status deck skills · font creator
Tools	Figma · Figma Make · Claude Code · HTML and CSS · Jira

EDUCATION

MIT Institute of Design, Pune 2015 · 2017

M.Des, UX Design