

Harini Rajeshwara Rao

Sr. User Experience Designer - AI Implementation (Fin-Tech & Enterprise HCM)

London, United Kingdom

Phone: +44 7586 392820.

Email: harinirajeshwararao@gmail.com

LinkedIn: [linkedin.com/in/harini-rajeshwara-rao](https://www.linkedin.com/in/harini-rajeshwara-rao).

Portfolio: <https://hariniportfolio.com/>

PROFILE SUMMARY

Senior UX Designer with seven years of experience designing fintech products and enterprise HR systems. Expertise spans Credit, Payments, Lending, Investment, and Insurance ecosystems, as well as Human Capital Management platforms. Delivered 30+ web, mobile, AR, and VR interfaces, including conversational chat and voice experiences and agentic AI workflows. Developed three WCAG 2.1 AA compliant design systems. Contributed to global leaders such as American Express, Capital Group, Shriram Finance Limited, Kyndryl, and Bayada Healthcare, translating complex systems into intuitive, human-centered solutions that bring clarity, usability, and purpose to every touchpoint.

RECENT AI PROJECTS

- **[VR Interview Simulation Powered by GenAI \(SpeakPro VR\)](#)**: Immersive VR training environment leveraging generative AI to deliver real-time, conversational interview simulations. Designed to help users build confidence and improve performance through adaptive, AI-driven feedback.
- **[AR Learning Companion Powered by GenAI](#)**: Augmented reality learning tool for children (5–12), integrating generative AI to deliver immersive, accessible, and kinesthetic educational experiences.

PROFESSIONAL EXPERIENCE

Sr. UX Designer - AI Implementation Across Employee Lifecycle

Strategic Solutions HR Consultants LLC

November 2025 - Present

- **AI-Enabled Gamified Sales Hiring Certification**: Architected a multimodal conversational AI certification platform integrating OpenAI LLM, speech-to-text, and text-to-speech to deliver adaptive, gamified simulations at scale. Defined interaction architecture, feedback loops, and certification logic to drive behavioral adoption of a redesigned sales recruitment framework across Kong API's global sales and Talent Acquisition teams in North America, EMEA, and China.
- **Agentic AI for Onboarding New Hires**: Designed an onboarding agent in co-pilot studio, integrated with *Workday*, *MyKyndryl*, *NIIT*, and *ServiceNow* to guide new hires from Day 2 and beyond through smart task checklists, buddy scheduling, contextual nudges, and help-desk routing.

UX Designer (FTC)

American Express

June - October 2025

- **Intelligent Query Formulation**: Mapped user query behaviors and system patterns across keyword and long-tail searches to identify mismatches between intent and retrieval. Designed auto-complete, type-ahead, and post-search flows, significantly enhancing knowledge retrieval accuracy.

- **Search Relevance Optimisation (NDCG):** Benchmarked Elastic, Vector (LLM), and RRF retrieval models over 3 months, achieving 83% perfect-relevance (NDCG = 1) with Vector vs. a 15% baseline. Secured VP/Director buy-in to adopt a hybrid AI ranking approach for call-handling operations.
- **Figma Adoption and Design Ops:** Led weekly standardisation sessions for designers on advanced prototyping (auto-layout, components, and variables). Established master-file governance and design-to-code workflows, reducing design handoff friction and ensuring consistency across enterprise-scale AI products.

Design Consultant

Strategic Solutions HR Consultants LLC

June 2024 - June 2025

- **AI-STRIDE™ Framework Co-Authorship:** Co-authored the AI-STRIDE™ framework (USPTO Class 42), a human-centered AI implementation model. Leveraged this framework to consult global enterprises including Capital Group, Kyndryl, Brose, Rockwell Automation and Bayada, on strategic AI adoption for cross-functional teams and operational workflows.
- **AI Curriculum and Executive Education:** Developed and delivered the AI-CERTS™ executive training program and "AI Fundamentals" curriculum for the University of San Diego. Equipped extended-studies students and leaders with frameworks to integrate AI into organizational strategy and adoption cycles.
- **Public Sector Design Strategy:** Applied Design Thinking principles to service delivery in partnership with AVID, enabling federal and district school partners to adopt “ownership as service behavior” models. Supported AI implementation to strengthen documentation, accountability, and continuity across stakeholder journeys.

Associate Manager for Design & Experience

Novac Technology (Now acquired by Shriram Finance Ltd)

November 2022 - August 2023

- **Optimised Loan Lead Generation:** Streamlined the loan application journey from 17 steps to 4. This friction reduction resulted in a 74% improvement in time-on-task and a 21% uplift in lead creation volume.
- **Payments and KYC Innovation:** Enhanced the "One Payments" journey for seamless UPI transactions. Introduced API-driven image capture for digital KYC, ensuring compliance with the IT Act 2000 and PDPA while minimising manual entry errors.
- **Loan Disbursal Digitisation:** Engineered underwriter dashboards and geo-validation tools for fraud detection. These enhancements accelerated loan approvals and improved verification efficiency through automated data cross-referencing.
- **InsureTech UX Revamp:** Redesigned policy renewal, proposal, and issuance journeys. Aligned UX with strict regulatory processes to reduce turnaround time and enhance usability for complex insurance products.
- **Scalable Design Systems:** Delivered WCAG 2.1-compliant design systems based on Atomic Design principles for Android and iOS. Established a single source of truth that ensured visual and functional consistency across the entire product ecosystem.

Content Strategist (UX)

Global Media Insight UAE

November 2021 - October 2022

- **Full-Lifecycle Design Leadership:** Directed end-to-end UX processes—from foundational research and competitor benchmarking to heuristic evaluations—optimizing the performance of

15+ enterprise-scale platforms. Established robust design-to-development handoff protocols and QA workflows to ensure seamless deployment and functional consistency.

- **Strategic Client Partnerships:** Partnered with executive leadership on high-stakes business development and strategic ideation, delivering design-led pitch decks that secured long-term partnerships. Led digital strategy for prominent UAE-based clients including American Hospital UAE, Al Shirawi Group, and Jazal Engineering.

Web Designer And Copywriter

Inola Enterprises

September 2019 - October 2021

- At Inola Enterprises, I designed web and mobile-responsive interfaces, crafted email landing pages, and developed social media marketing assets. Additionally, I created written content, including SEO-optimized blog posts, web copy, white papers, product descriptions, and marketing materials

EDUCATION

MSc Digital Design (Majoring in Immersive Mixed Reality)

Brunel University London

Graduated with Distinction

January 2024 – January 2025

B.Com Corporate Secretaryship

Ethiraj College, India

Graduated with First Class

June 2016 – April 2019

CORE SKILLS

User Experience Design, Enterprise UX, Conversational AI Design, Agentic AI Systems, Human-Centered AI, Design Systems, Interaction Design, UX Research, Search Relevance Optimization, Information Architecture, Service Design, Accessibility (WCAG 2.1), and Prototyping & Design Ops.

CERTIFICATION & LICENSES

Human Centered Design for AI - Interaction Design Foundation

User Experience & Interaction Design for AR/VR/MR/XR - University of Michigan

Fundamentals of Conversation Design - Conversation Design Institute

User Research – Methods and Best Practices - Interaction Design Foundation

Perception and Memory in HCI and UX - Interaction Design Foundation

Information Visualization - Interaction Design Foundation

Mobile UI Design - Interaction Design Foundation

TOOLS

Figma, Microsoft Copilot Studio, OpenAI API (LLM & Whisper), IBM Watson, Power Automate, Unity 3D, Adobe Creative Suite, Microsoft Azure AI, Amazon Polly, UserTesting.