

Ayushi Choudhary

Product Designer | AI-native UX

Relocating to Vancouver, BC, July 2026 | ayushichoudhary0709@gmail.com | ayushichoudhary.com | linkedin.com/in/ayushi07

Authorised to work in Canada. No sponsorship required.

SUMMARY

Product Designer with 3+ years specialising in AI-native products across EdTech, Health, and Fitness. I ship 0-to-1 features that turn complex AI capabilities into interfaces people actually want to use. I work where computer science meets design craft, pairing a BEng in Computer Science with an MFA in Interactive Media to move fluently between systems thinking and visual polish.

EXPERIENCE

Founding Product Designer | Ambrisa, AI Fitness Startup (Contract, Remote)

Nov 2025 to May 2026

- **Sole designer on a 0-to-1 AI fitness MVP**, taking the product from ~20 inherited wireframes to 100+ shipped screens, building every component, flow, and interaction state from scratch.
- **Reduced the core workout start flow from 3 clicks to 1** by consolidating preview and edit into a single action-ready home screen, directly addressing the top drop-off point surfaced in guerrilla research with gym-goers.
- **Invented Sport Mode**, a sport-to-muscle mapping feature absent from all 8 competitors researched, born from a single user interview quote about logging sports as workouts.
- **Designed and shipped AI as ambient infrastructure** across workout search, AI Coach, nutrition chat, food library, and progress insights, so AI felt native to the product rather than bolted on.
- **Designed the Progress ecosystem end-to-end**: three distinct goal card types with MIN/MAX range targets, an Add Goal flow collapsed from a multi-step wizard into a single sheet, an Achievements system, and a Community MVP scoped to accountability posting.
- **Built an Atomic Design System in Figma and led a branding pivot** giving Workout, Nutrition, and Progress distinct visual identities, keeping 100+ screens consistent and streamlining weekly engineering handoffs.

Associate Product Designer | Rita ABC (Mondai), AI EdTech (Contract, Part-Time)

Feb 2025 to Present

- **Led the mobile-to-web platform migration**, delivering 100% feature parity across 6 product areas and opening the product to a new B2B desktop market ahead of public launch.
- **Owned onboarding end-to-end**, using generative AI workflows to produce immersive 3D assets and applying progressive disclosure to reduce drop-off at setup.
- **Designed the platform notification system end-to-end**, defining information hierarchy, states, and visual language ahead of public launch.

Product Strategist | MU20 School of Opportunity (Contract)

Sep 2025 to Dec 2025

- **Led a 3-month research and strategy engagement** (30+ user interviews) that pivoted the product from a course-led to an opportunity-led model; instrumental in securing \$500k in pre-seed funding.
- **Validated AI personalisation with a Wizard of Oz strategy**, simulating recommendations through rule-based matching to prove the experience before building the technology.
- **Designed the Micro Trials concept**, letting students test opportunities in low-stakes ways so failure becomes data, not a dead end.

AI Product Design Intern | Zavvis AI, FinTech SaaS

Aug 2024 to Dec 2024

- **Replaced generic LLM text responses with context-aware AI widgets** that surfaced complex financial data in digestible visual formats, reducing cognitive load for non-expert users.
- **Designed a drag-and-drop graph input** that let users feed visual data directly to the AI, partnering with data scientists to align UI components with LLM output constraints.

UX Research Intern | Motorola Solutions

May 2023 to Aug 2023

- **Led a global UX research initiative** across North America, Europe, and India (10+ usability sessions, 26 SME interviews) on the WAVE PTX platform; recommendations contributed to a 30% reduction in monthly support tickets.

Lead Product Designer (UX & Research) | University of Miami UX Lab (Part-Time)

Aug 2022 to May 2024

- **Led UX for STRIPES**, a caregiver platform supporting Phelan-McDermid Syndrome research; ran 10+ usability studies and 7+ design sprints translating complex clinical requirements into a radically simple, regulation-compliant product.

UI/UX Designer | MU20 School of Opportunity, India (Full-Time)

Jun 2021 to Jun 2022

- **Led a full website redesign**, transforming a static platform into an interactive experience for students and schools and driving a 30% increase in web traffic.

SELECTED PROJECTS

- **ayushichoudhary.com**: portfolio site designed and built end-to-end with Claude Code (Next.js, TypeScript, Tailwind, Framer Motion), featuring four full product case studies.
- **Ambrisa**: AI Coach fitness App, Built 0 -> 1
- **Nielsen Norman Group feature**: cited by name in an NN/g article on AI and UX.
- **Bloom**: AR mindfulness app, Best UI/UX winner, University of Miami Interactive Media Showcase.

SKILLS

AI Workflow: Claude Code (daily production use), Cursor, Gemini, UX Pilot, prompt-driven prototyping

Design: Figma (components, variables, auto-layout), design systems, interaction design, motion, prototyping

Research: Usability testing, SME interviews, heuristic evaluation, design sprints, Wizard of Oz testing

Engineering: Next.js, TypeScript, React, Tailwind, Framer Motion, HTML/CSS

EDUCATION

MFA, Interactive Media & UX Design | University of Miami

2022 to 2024

2x Best UI/UX Award, UM Annual Interactive Media Showcase

BEng, Computer Science | Symbiosis University, India