Raagavarshini S

UX/UI Designer @ **Paypal**

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Linkedin Profile   Portfolio Link

Experience

UX DESIGNER 2 - Paypal

Paypal   •   2024 - Present   •   Chennai

Designing PayPal's Next-Generation AI/ML Platforms at PayPal

Feature Studio
Led UX for complex feature engineering and data preparation workflows. **Shifted the platform from dependency-driven processes to a self-serve model, reducing cross-team coordination overhead by ~35%** and **accelerating experimentation-to-production cycles by nearly 2x.**

AI Nexus
Designed a governance-first internal AI workspace enabling secure interaction with external LLMs. Improved AI accessibility for business users, increased asset discoverability, and introduced prompt traceability to reduce compliance risk.

AI Gateway
Contributed to the design of a centralized LLM access and agent creation hub, enabling the creation of 1**00+ internal assistants/agents** and scaling secure AI adoption across teams.

Design Systems & Scalability
Designed and maintained scalable design system libraries for enterprise internal tools, **reducing engineering rework by ~60%** where adopted and improving UI consistency across AI platforms.

Impact & Outcomes
Led design across enterprise AI platforms used by **500+ internal users across 20+ teams, reducing workflow friction by 30–40**% and **accelerating ML experimentation velocity by 2x.**

UX DESIGNER 2 - Zemoso Technology

Zemoso   •   2021 - 2024   •   Hyderabad

Delivered multiple user flows using rapid prototyping and contributed to **Lightning Talks, Affinity Mapping, and "How Might We"** sessions for innovative design thinking.

Developed user personas, mapped **golden paths**, and conducted competitor analysis to drive user-centered design decisions.

Explored creative directions using the **Crazy 8's** method, iterated wireframes, and produced high-fidelity designs for implementation.

Collaborated on a client project that **secured 13 beta customers pre-launch,** validating the design direction and product-market fit.

UI & UX DESIGNER - Onblick inc

RIG Enterprise   •   2020 - 2021   •   Hyderabad

Translated research insights into actionable UX improvements across key workflows.
Contributed to a product that maintained high customer satisfaction and strong marketplace credibility (**4.9/5 ratings on G2 and Capterra during tenure).**
Collaborated with product and support teams to improve usability in high-support workflows, strengthening overall customer experience.

Skills

AI Design Patterns
Prompt Engineering
Journey Mapping
UI Design
UX Research
Competitor Analysis
Information Architecture
Visual Design

Tools

Design & Prototyping

Figma
Sketch
Photoshop & Illustrator
Webflow & Framer (No Code Website Builder)

Research & Collaboration

Miro
Notion
Confluence
Jira
Prompt Engineering

AI Tools

Chat GPT
Lovable
Notebook LM
Gemini
Claude

Education

B.SC Visual Communication

82%, SRM IST, Chennai

PG program for Executive in Design Thinking and Digital Transformation

MIT Institute of Design

12th Grade

Matriculation - 73%, Salem