



Sushmita Avadhut

Product Designer

Jio Fynd (Shopsense Retail Technologies) |
Ex- Dell Technologies

<https://sushavadhut.wixsite.com/sushmitaavadhut>

Experience

Product Design II | Fynd (Jio)

April 2025 - Present

- Leading **end-to-end** design for Fynd's Transportation Management System (TMS) powering logistics for JioMart, The Sleep Company, Pizza Hut, and clients across India and Dubai UAE
- Conducting **user research** with delivery personnel and logistics managers, competitive analysis, and **UX audits driving product roadmap decisions**
- Owning **design lifecycle** from client requirements and **database understanding** to pixel-perfect delivery for **web platform and mobile apps**.
- Designing and managing rider mobile app optimizing delivery workflows for on-ground personnel.
- Implementing **AI-driven design process** accelerating ideation and early issue identification
- Building Opal - Fynd's **mobile design system** from scratch, leading strategy and managing dedicated designer
- Auditing and optimizing flows to improve **system efficiency** and UX
- Creating **product storyboards, sales decks**, and visual materials supporting **business objectives**
- Collaborating with cross-functional teams ensuring feasible, impactful design solutions for **complex workflows**

Senior Product Design Analyst | Dell Technologies

Feb 2024 - March 2025

- Conducted user research via interviews and **usability testing**, creating **journey maps** and prototypes for **enterprise solutions**.
- Spearheaded design sprints workshops with cross-functional teams, presenting to leaders and achieving **17% CSAT** improvement.
- Designed **B2B bulk order** and **purchase order features**, increasing orders by **10%** in Commercial and **SMB segments** while improving approval efficiency by **25%**
- Collaborated with product owners, developers, and designers through brainstorming sessions to align on **product vision and strategy**.
- Created prototypes and design solutions for customer issues and enterprise workflows. Created end-to-end UI designs for enterprise payment systems aligning with **financial growth**.

Product Design Analyst | Dell Technologies

Aug 2022 - Jan 2024

- Proficient in conducting user research, interviews, collaborating with teams to enhance **checkout & payment experience**.
- Aligned **design system** and back-end tools for documentation and specifications

UX Design Intern | Dell Technologies

Jan 2022 - Jul 2022

- Conducted end-to-end research and proposed **UX improvements** for **enterprise split-payment feature**.
- Designed and facilitated collaborative sessions as one of the new member of **Dell Design Week committee**.
- Adapted design processes to align with **enterprise workflows** and cross-functional teams. (Understood the design process)

Design Intern | Autodesk, Inc

Sep 2021 - Dec 2021

- Supporting **user research, technical content writing** and **story telling**.
- Conducted webinars for Design, generative, **cloud rendering**.
- Created **3D models** on fusion360 & demonstrated the process

About Me

As a Product Designer with 4+ years of experience in B2B, B2C, and B2B2C UI/UX design, I specialize in creating data-driven, user-centric enterprise solutions that drive measurable business impact. I excel at facilitating design sprints, conducting user research, and building scalable design systems from the ground up. Proficient in design thinking and lean UX principles for rapid prototyping, I've successfully improved CSAT and efficiency metrics through human-centered design approaches and collaborative problem-solving. I deliver intuitive experiences that streamline complex digital workflows and solve challenging business problems with impactful, measurable results.

Skills

Design

Human-centered Design

Design Research

Mobile Design Systems

SaaS & enterprise solution

Problem Solving

User Understanding

Information Architecture

Sketch

Rapid Prototyping/ UII

Decision documentation

Design Sprint

Prototyping

AB testing

Design Strategy

Tools

Figma

Loveable

Replit

Antigravity

Gemini

Claude Code

Notion

Adobe Suite

InVision

After Effects

Miro

Fusion 360

Rhinoceros 3D

Keyshot

Enterprise

Management platforms TMS, CRM, ERP / Supply chain

Online Commerce

Complex workflow

Purchase Experience

SaaS Dashboards

Cross-functional Collaboration

Payment flows

SaaS Design Systems

Logistic and Supply Chain

SharePoint

Education

Bachelor of Design (B.Des) - Product Design

MIT Institute of Design | Aug 2018 - May 2022 | Pune

CGPA: 8.64 | SGPA 10.00

HSC - Science

Dr. Kalmadi Shamrao Junior College | Aug 2016 - 2018 | Pune

CGPA: 7.86

Courses

AI Fundamentals & Best Practices

AI Training course by Dell Technologies | Sept 2024

Web Development

Certified by Maharishi Karve shree Shikshan Sanstha | 2024

Web Accessibility (ACE 1,2)

Accessibility champions Education Intermediate & Essentials |

Figma (UI & UX design) - Advance

Certified Udemy course by Daniel W Scott | July 2024

Master Digital Product Design: UX Research

Certified Udemy course by Rob Sutcliffe | Sept 2023

Basics of Product Management

Certified Udemy course by Charles Du | Sept 2023

Achievements & Recognition

Giving Impact | Recognized by Jeff Clark @Dell

Making a positive impact on checkout experience in FY 2023

Winning Together | Recognized by P Kiran @Dell

Collaborate across teams and provide consistent support

AI Adoption | Recognized by Jhon R @Dell

Leaning into curiosity to accelerate AI adoption