

Rajashri Achar

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Product designer with 10+ years of experience turning complex enterprise systems into intuitive, user-centred experiences. Specialised in AI product design, having designed the systems that define how AI agents think, communicate and behave at Zendesk. Comfortable with ambiguity, experienced in cross-functional collaboration, and a strong advocate for users across every stage of the design process. Most recently worked at Zendesk AI Agents, Berlin.

EXPERIENCE

Zendesk AI Agents, Berlin — *Product Designer*

MAY 2024 - MAY 2025

- Joined through the acquisition of Ultimate.ai as part of the team leading ZendeskGPT and RAG at Zendesk
- These AI configuration systems define how agents behave, covering free-text instructions, tone of voice, bot persona, entities and use cases. Also helped migrate features from uGPT (Ultimate platform) to zGPT (AI Agents platform) post-acquisition.
- Led the post-acquisition navigation redesign and the migration of design assets from Ultimate into the Zendesk product ecosystem
- Collaborated closely with Engineering, Product and Marketing across multiple cross-functional teams in an agile environment
- Shipped iteratively in a high-ambiguity, fast-paced agile environment, balancing design quality with aggressive product timelines

Ultimate, Berlin (*Acquired by Zendesk*) — *Sr. Product Designer*

JULY 2022 - MAY 2024

- Embedded in the customer onboarding team, owning the very first experience a user had with the product
- Designed and demoed a self-serve sales tool that reduced onboarding time to 15 minutes, contributing to a ~€500K pipeline and a 27% inbound conversion rate.
- Collaborated with AI researchers, engineers and marketers to deliver a unified product experience across the onboarding journey
- Drove rapid prototyping and iteration cycles, testing with real users and making data-informed design decisions across multiple product cycles
- Worked directly with customers to co-create and iterate on solutions, integrating user feedback into design decisions across multiple product cycles

Moonraft Innovation Labs, Bangalore, India — *Lead Designer*

DEC 2020 - JUN 2022

- Promoted to Lead Designer within 4 months of joining; mentored and managed a team of 6 designers through critiques, reviews and client presentations
- Led end-to-end redesign of Mahindra Finance's web and mobile ecosystem, a full-scale consumer-facing fintech product serving millions of users across India
- Worked on Adva-Olam, a Singapore-based education and action app designed to drive a global environmental movement

- Managed project timelines and stakeholder relationships, ensuring design quality across multiple concurrent client engagements

Cisco WXM (formerly CloudCherry), Bangalore, India — *Product Designer*

SEPT 2018 - DEC 2020

- Designed a response-based notification system with configurable parameters, helping enterprise clients track CX trends in real time
- Led a complete revamp of the questionnaire builder, significantly improving the product's core experience — both features were central to CloudCherry's acquisition by Cisco
- Measured and optimised application usability, conducting user tests to inform long-term product strategy and improve information architecture

Optym haulPlan, Bangalore, India — *UI/UX Designer*

2017 - DEC 2018

Lollypop Design, Bangalore, India — *UI Designer*

2015 - 2017

EDUCATION

MIT Institute of Design, Pune, India — *Master's in Graphic Designing (specialising in HCI)*

2013 - 2015

Mumbai University, Mumbai — *Bachelor's in Mass Communication (specialising in Advertising)*

2009 - 2013

SKILLS

Design - End-to-end product design, Interaction design, Prototyping, Wireframing, User flows, Design systems, Responsive design, High-fidelity UI

Research - User research, Stakeholder interviews, Usability testing, Journey mapping, Competitive analysis

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