



SHAILLY GADHIYA

Senior Product Designer | Conversational & Agentic Experiences | Complex SaaS Platforms

Senior Product Designer / UX Architect with 5+ years of experience designing complex, customer-centric digital products across web, mobile, and conversational interfaces. Proven expertise in 0→1 product development, agentic and AI-enabled experiences, and building scalable conversational systems across multiple surfaces. Strong collaborator with product, engineering, research, and content teams, known for bringing clarity to ambiguity, shaping early opportunities into MVPs, and driving measurable customer and business impact.

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Accenture Song - Hamburg, Germany

Nov 2021- Nov 2025

User Experience Architect - UX Lead for myAudi 3.0 Platform

- Led end-to-end design of customer-centric conversational and service experiences across web, mobile, and agentic surfaces from concept to launch.
- Designed complex conversational flows and workflows, aligning user intent, system logic, and business rules across multiple surfaces.
- Partnered with content, product, engineering, and research to define requirements and translate ambiguity into clear experience strategies and MVPs.
- Shaped early-stage opportunity areas by defining experience principles, flow architectures, and interaction models for scalable platform growth.
- Owned UX vision, interaction models, wireframes, and advanced Figma prototypes for complex, SaaS-like service workflows.
- Contributed to a shared conversational platform and design system, establishing standards, guidelines, and best practices across channels.
- Ensured accessible and inclusive experiences by applying WCAG standards across conversational and visual interfaces.
- Validated design decisions through behavioral insights, analytics, and experimentation, driving a 13.5% increase in customer engagement.

User experience analyst - Volkswagen MAN e-commerce

- Applied user-centered design thinking to synthesize behavioral and performance data into actionable insights that informed end-to-end product and experience decisions.
- Designed and used UX metrics and benchmarks to evaluate usability, satisfaction, and experience quality, guiding iteration and experimentation.
- Connected design decisions to business outcomes, helping teams prioritize solutions that balanced user needs, product goals, and technical constraints.
- Collaborated closely with product managers, designers, engineers, and researchers to translate insights into measurable improvements across customer journeys.
- Communicated findings and design rationale through clear visualizations and storytelling to influence stakeholders and drive alignment.
- Established feedback loops and continuous learning practices to evolve design quality, experimentation, and experience maturity over time.

User Research analyst - Design metrics for UX benchmarks

- By comparing the design with the competitors, innovation and optimization can be approached in a more targeted ways.
- How might we make UX design measurable, boosting the UX culture in companies, creating targeted value with design.
- By using defined UX KPIs to make the client product visible in direct comparison with competitors.
- Goal and vision was to create the automotive App experience benchmark.

Matchplat Srl - Bergamo, Italy

May 2020-July 2021

User Experience and Interface designer

- Designed AI- and IoT-enabled digital platforms, transforming physical retail services into connected digital ecosystems.
- Applied design thinking methodologies to identify innovation opportunities and accelerate product value.
- Prototyped product concepts using Figma and iterative feedback loops to refine features and workflows.
- Collaborated with multidisciplinary teams to integrate automation, analytics, and conversational interfaces into digital products.

Enterprise SPA - Milan, Italy

Jan 2020-June 2020

User Experience and Interface designer

- Designed e-commerce platforms for bank, involved in retail businesses.
- Recreated interesting features/filters for web pages for simple user interaction.

Fifth Beat - Milan, Italy

Jan 2019-July 2019

User Experience Design Intern

- Assisted Senior designer for conducting user research for Silversea Cruises.
- Based on the insights worked on improving digital touchpoints for the brand.
- Got an opportunity for work on Information architecture, Navigation and User interfaces for the digital touchpoint for different breakpoints.

EDUCATION

Master - Sept 2017 to June 2019

Digital and Interaction design

Politecnico Di Milano, Italy

Graduated with 108/110, Focus areas: Research Methods, Design Systems, Business Strategy, Complex Systems

Bachelors - 2012-2016

Experience Interior design

Gulbarga University, India

Focus on commercial and retail experience design

SKILL SETS

Conversational & Experience Design

- Conversational Design, Agentic Workflows, Workflow Logic
- Multi-Surface Experience Design (Chat, Assistants, Platforms)
- Interaction Design, Information Architecture, UX Strategy

Systems & Platforms

- Conversational Platforms, Design Systems
- Accessibility & Inclusive Design (WCAG)
- Standards, Guidelines, Best Practices

Prototyping & Tools

- Figma (Advanced Prototyping)
- Adobe Suite, InVision, Zeplin, Relume
- Stitch by Google, Lummi

Data & Research

- UX Metrics, KPI Design, Journey Analytics
- Insight Synthesis, Experimentation

Collaboration

- Cross-Functional Facilitation
- Product, Engineering, Content & Research Partnership
- Stakeholder Storytelling & Influence

AI & Delivery

- AI Tools in PDLC (ChatGPT, Copilot, Workflow Automation)
- Agile / Scrum / SAFe