

Rishika Malviya

Lead Product Designer | UX Lead | Enterprise & FinTech

rishikam1624@gmail.com | +91 8421799726

Portfolio: <https://www.rishikaux.com/> | www.linkedin.com/in/rishika-malviya

Professional Summary

Lead Product Designer with 15+ years of experience in digital product development, including 10+ years specializing in UX and Product Design across FinTech, Banking, Healthcare, and Enterprise SaaS. Experienced in leading end-to-end product design, UX strategy, enterprise application modernization, design systems, accessibility, and complex workflow transformation.

Experienced in applying **generative AI and AI-assisted design practices** to UX exploration, workflow design, prototyping, research synthesis, content structuring, and development collaboration. Worked on **AI-assisted operational workflows**, using AI to accelerate design exploration and evaluate alternative user flows while keeping human validation and usability at the centre.

Strong partner to Product Managers, Business Analysts, Architects, SMEs, and Engineering teams, with experience leading design initiatives, mentoring designers, and translating complex business requirements into intuitive enterprise experiences.

HFI Certified Usability Analyst (CUA).

CORE COMPETENCIES

Product & UX: Product Discovery, Product Design, UX Strategy, Enterprise UX, Application Modernization, Information Architecture

Research & Validation: User Research, Research Synthesis, Usability Testing, A/B Testing, Heuristic Evaluation, UX Audits, Accessibility/WCAG

Design: User Flows, Journey Mapping, Wireframing, Prototyping, Interaction Design, Design Systems, Design Governance

Leadership: Stakeholder Management, Cross-functional Collaboration, Design Reviews, Team Leadership, Mentoring, Estimation & Planning

AI & Emerging Design: Generative AI, AI-Assisted Product Design, AI-Assisted UX Research, AI Prototyping, Human-AI Interaction

AI-ASSISTED PRODUCT DESIGN

- Used Figma Make to rapidly transform UX concepts into working interactive prototypes, including functional filters and interaction flows, enabling faster design exploration and stakeholder feedback.
- Applied Generative AI during UX research and A/B testing to explore alternative design approaches, validate interaction patterns, and support evidence-based design decisions.
- Combined AI-assisted prototyping with user research, usability principles, and stakeholder feedback to refine and validate product experiences.
- Used Figma Dev Mode to support developer handoff with design specifications, assets, measurements, and implementation guidance, improving design-to-development collaboration.

FIS Global | Lead User Experience Designer (Nov 2021 – Present)

- Led UX strategy and design governance for the **EPIC enterprise platform**, delivering consistent user experiences across **20+ integrated banking, automation, compliance, and analytics applications**.
- Conducted UX audits, heuristic evaluations, accessibility (WCAG) reviews, and usability assessments to improve operational efficiency and user satisfaction.
- Designed user journeys, wireframes, prototypes, and interaction patterns while driving adoption of the **FIS RUF Design System**.
- Collaborated with Product Managers, Business Analysts, Architects, SMEs, and Engineering teams to modernize legacy enterprise applications
- Mentored designers and supported front-end implementation using **HTML5, CSS3, Bootstrap, and Angular**.

Key Projects:

EPIC Core – Modernized enterprise financial workflows.

ABO – Improved information architecture and workflow efficiency.

PREBOT – Designed AI-assisted operational workflows.

iAutomate – Optimized automation-focused user journeys.

Freelancing – Ken42 (Nov 2019 – June 2021)

- Designed responsive web and mobile experiences.
- Conducted UX research, user flows, wireframes, prototypes, and UI design.
- Improved customer journeys for education platforms.

Infosys | Senior UI Developer (June 2012 - May 2019)

- Led UI/UX modernization initiatives across Banking, Telecom, Healthcare, and Education.
- Gathered requirements and designed user-centered experiences.
- Migrated legacy applications to Angular.
- Collaborated with Westpac, Wells Fargo, COX, Telstra, and CECV.
- Developed responsive interfaces using HTML5, CSS3, Bootstrap, and Angular.

HMX Pvt. Ltd. | Sep 2007 - June 2012

- 3D Modeling, Light and Texture Artist

Skills

Design: Figma, FigJam, Figma Make, Adobe XD, Photoshop, Illustrator, Axure RP, Balsamiq

UX Methods: User Research, Personas, Journey Mapping, IA, User Flows, Wireframes, Prototypes, Usability Testing, Heuristic Evaluation, Design Systems

AI: ChatGPT, GitHub Copilot, Figma Make

Industry Experience

Financial Services, Banking, Enterprise Software, Healthcare, Media, Publishing, Pharmaceuticals, Facilities Management, Architecture & Construction

Education & Certifications

Bachelor of Commerce – Barkatullah University

Master of Arts – Barkatullah University

HFI Certified Usability Analyst (CUA)