

# JAYESH SONI

PRODUCT LEAD • AI PRODUCT DESIGNER

Designing *Intelligent Products* where human behaviour, business goals, and AI capabilities work together.

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## SUMMARY

Product Lead and AI Product Designer with 7+ years of experience designing enterprise platforms, operational systems, and AI-native products across healthcare, education, wellness, marketplaces, and SaaS ecosystems. My work combines product strategy, systems thinking, and user experience to solve complex operational challenges and build intelligent products that connect user needs, business goals, and AI capabilities.

## SELECTED IMPACT

- Product Lead for **allyra.ai**, Pansophic Technologies' Human-AI Interaction platform.
- Supported 25–30 enterprise client demonstrations resulting in 3 successful client onboarding.
- Reduced operational workflow overhead by approximately 60–70%.
- Delivered operational product experiences for Stanford Medicine.
- Speaker at TIE Chandigarh on AI and Human-Centred Design.

## EXPERIENCE

### Product Lead

Jan 2025 – Present

#### PANSOPHIC TECHNOLOGIES

*(Promoted into Product Leadership following transition of the core **Vrozart** team into **Pansophic Technologies**)*

- Led product strategy and experience design across pilot, beta, and live releases.
- Defined interaction patterns, agentic workflows, adaptive interfaces, and enterprise AI experiences.
- Supported enterprise product demonstrations, onboarding initiatives, and customer evaluation cycles.
- Partnered with engineering, sales, marketing, and leadership teams to align product direction, customer feedback, and delivery priorities.
- Contributing to product strategy and experience design for early-stage platforms **Raxaa.ai** and **EOMs.ai**, helping shape workflows and core product experiences.
- Led the design of operational systems for **tulah** (Client), reducing workflow overhead by approximately 60–70%.

### UXD Head

Jun 2024 – Dec 2024

#### VROZART DACKSON ENTERPRISE PVT. LTD.

*(Core Team transitioned to **Pansophic Technologies**)*

- Co-authored the Vibe UX Framework, establishing principles for context-aware and AI-native user experiences.
- Led UX and interaction design across enterprise SaaS, AI-powered products, and consumer platforms.
- Directed product experience for Farmland Bazaar, Evosell by Evoluxar, and VousVous across discovery, workflows, and platform architecture.
- Established scalable design systems and developer handoff processes across multiple products.  
Collaborated on AI-assisted content creation and generative media workflows.

### UI UX Designer

May 2023 – Jun 2024

#### VERTISYSTEM

*(Client: **Stanford Medicine**)*

- Delivered end-to-end UX design for Stanford Medicine operational applications supporting scholarship and course-planning workflows.
- Created high-fidelity prototypes and interaction models that accelerated development and stakeholder alignment.
- Independently managed product design across distributed teams and complex administrative workflows.
- Received formal recognition from Stanford Medicine leadership for contributions that were instrumental to project success.

## User Interface Designer

Jun 2022 – May 2023

### JOONIFY

- Designed end-to-end product experiences across web and mobile platforms for parents and children.
- Created the Talent Discovery Assessment journey, helping deliver personalized learning and growth insights through guided assessments.
- Contributed to a platform trusted by 750+ parents through onboarding, assessment, and learning experiences.

## UI UX Designer

May 2021 – May 2022

### 5EXCEPTIONS SOFTWARE SOLUTIONS

- Designed digital products across healthcare, fintech, education, utility, and emerging technology domains.
- Delivered UX and UI solutions for web platforms, mobile applications, enterprise systems, e-commerce products, and HMI interfaces.
- Built foundational expertise in responsive design systems, interaction design, and developer handoff workflows.

## UI UX Designer

Oct 2020 – May 2021

### FREELANCE

- Collaborated with Robo Inventors on e-commerce platforms, IoT applications, and smart home product launches.
- Designed customer-facing experiences across web, mobile, and connected-device ecosystems.
- Contributed to product development from concept through launch, gaining early exposure to full product lifecycle thinking.

## Tata Consultancy Services

Jun 2019 – Sep 2020

### ASSISTANT SYSTEM ENGINEER

- Supported Apple Production Support (APS) operations for internal enterprise applications, managing incidents and business-critical workflows.
- Developed foundational expertise in enterprise systems, large-scale operations, SLA-driven service delivery, and systems thinking.

## EDUCATION & CERTIFICATION

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### Bachelor of Engineering (Computer Science)

2015–2019

#### INDORE INSTITUTE OF SCIENCE AND TECHNOLOGY

(RGPV University)

### Google UX Design Professional Certificate

2023

#### GOOGLE | COURSERA

## CORE SKILLS

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- Human-AI Interaction
- Agentic UX
- AI Product Design
- Product Strategy
- Enterprise UX
- Workflow Design
- Design Systems
- Cross-functional Leadership
- AI Product Management
- Figma