Raashi Lathiya

Product Designer — Agentic AI & Human-in-the-Loop UX · AI-Native Workflow (Figma → Claude Code)

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SUMMARY

Product designer on Intuit's agentic AI marketing platform: credited on six launches, from campaign creation (featured by Intuit's CTO at Investor Day 2025) to safe changes and operational controls across a live campaign's lifecycle. By Nov 2026 it created 86% of new in-product experiences, up from 28% in Jan, overtaking the legacy tool. AI-native every day: designs in Figma, directs Claude Code prototypes matched 1:1 to the live design system, and turns recurring fixes into Claude skills.

SKILLS

Agentic & generative AI UX: Human-in-the-loop flows · Conversation design · Agent UX writing · Failure states and edge cases
Design: Interaction design · UX/UI design · Information architecture · User flows · Wireframing · Prototyping · Design systems
Research: User research · Usability testing · SUS/NPS metrics · Kano · Continuous discovery · Heuristic evaluation · Accessibility
Tools: Figma · Figma MCP · Claude Code (skills, memory, prototyping) · Git · Framer · Jira
Domains: MarTech · Enterprise platforms · Multi-agent AI · Client work: Automotive (EV), Media & broadcasting

EXPERIENCE

Product Designer — Accenture Song

Bengaluru · Aug 2024 – Present

Intuit · Marketing Studio, agentic AI marketing platform (client engagement) Nov 2024 – Present

One of the first three designers; cross-functional with PMs and 40+ engineers across India and the US; office hours 3× a week.

- **Agent-built campaigns:** Co-designed Intuit's first agentic marketing capability: a team of AI agents builds the campaign and people approve each stage; Intuit reported builds going from 1–2 work weeks to 20 minutes in early testing.
- **Safe bulk edits:** Co-designed how AI agents edit many live campaign items at once, by prompt or selection, then for targeted campaigns: every change versioned, shown as a diff and reversible, and nothing goes live without approval.
- **Spreadsheet to campaign:** With the lead designer, co-designed a flow where one spreadsheet upload becomes a campaign tailored to many audiences, validated before launch; owned design execution.
- **Patterns & widgets:** Designed conversation widgets for specific tasks across flows, and applied human-in-the-loop patterns (plans, approvals, restore) that keep people in control and build trust.
- **Lifecycle & controls:** Designed and prototyped unpublish, rollback, pause, delete and export for live campaigns (rollback, pause and delete shipped Oct 2026), then bulk cloning, a version-aware change log and a stop control for agents mid-action (shipped Nov 2026), with friction scaled to risk and clear failure, permission and “can't roll back” states.
- **AI-led delivery:** Design and direct AI-built prototypes in Claude Code that match the live design system 1:1 for stakeholder review; teammates now reference them to build their own faster.
- **Design system:** Built Marketing Studio's first design system (components, usage docs); worked on the visual design of its successor before handing it over; helped onboard new designers as the team grew to seven.
- **Engineering handoff:** Owned Jira specs, redlines and UAT before each monthly release (70+ bugs logged); started annotated bug reports that cut back-and-forth with engineers, now adopted by teammates.
- **Research & reviews:** Ran usability testing (SUS, NPS) and Kano analysis to scope the agentic MVP; present designs in weekly user discovery sessions (recently twice a week) and design-director reviews. The sessions shaped four shipped features, including AI validation before publishing: on no roadmap, now one of the most used.

Client & studio work, Accenture Song 2024 – 2025

- **Chetak (Bajaj Auto's EV brand):** UX and accessibility audit, personas, journey map, RFP; won a website redesign.
- **Design thinking workshop:** Helped facilitate a two-day workshop for a national public broadcaster's senior leadership and helped synthesise the readout (10 action statements).
- **Studio:** Co-presented “Defining Vibe Coding for Interaction” (Oct 2025); visual storytelling for complex ideas.

UX/UI Design Intern — MFable

Pune · Feb 2024 – Apr 2024

- Designed Traceflow, a B2B obsolescence-observability SaaS, end to end (flows, design system, production screens); redesigned PEC Components' information architecture and search.

RECOGNITION

ACE Growth Catalyst Award (Team), Accenture, FY'25 — for the Chetak UX audit and RFP

EDUCATION

B.Des, Industrial Design — MIT Institute of Design, Pune Aug 2020 – Jun 2024