ASHISH GHODAKE

UX MANAGER / ASSOCIATE CONSULTANT

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EXPERIENCE

coditas UX MANAGER | 2016 – Present

ORIO: AI-First CRM Platform

Sep 2026 – Present

Designed **ORIO**, an **AI-first CRM** for IT-services companies, end to end with Claude, including its design system, in just **4 weeks**. Defined the information architecture, user flows and high-fidelity screens for **14+ modules**, including Contacts, Deals, Pipelines, Forecast and the AI Assistant. Replaced static mockups with a **clickable HTML prototype** built with Claude, compressing months of design and handoff into weeks.

Department of Pharmaceuticals, Govt. of India (PRIP Scheme)

Feb 2025 – Present

Designed and delivered **4 interactive dashboards** used by **1000+ stakeholders** to track **₹500+ Cr** in funds, **200+ projects** and KPIs in real time. Partnered with data and policy teams to turn complex scheme metrics into clear, accessible, responsive visualizations that speed up decision-making.

Thrive360AI

Jan 2025 – Feb 2025

Led end-to-end UX for **Seva**, an **AI mental health assistant** for **180M+** Americans, shipped in **4 weeks**. Designed conversational AI flows supporting **90%** early-detection accuracy and lower onboarding drop-off, and architected real-time safety UX that raises abuse alerts in under **60 seconds** across three user segments.

OmneNEST

Aug 2023 – Present

Led the end-to-end redesign of a leading trading platform used by **1M+ active traders**. Simplified core workflows such as order placement and basket management, cutting task completion time by **40%**, and introduced consistent design patterns, a new onboarding flow and **client theme customization**. Usability testing with 15 participants showed a **90% task success rate** and a projected **20% drop in user errors**.

JPMorgan Chase & Co.

Jun 2019 – Aug 2023

Helped build one of the world's largest rewards-based products and its design system, with a strong focus on usability. Led the **Flights** experience across multiple platforms: researched problems through stakeholder conversations and competitive analysis, and created UI mocks that aligned business analysts and developers. **Outcome:** search-to-cart conversion up **12%**, cart-to-booking up **21%**, overall abandonment at **19%**, and **14 new clients** onboarded.

Zest Money

Aug 2018 – Dec 2018

Sole designer of the Zest Money mobile app. Ran stakeholder interviews, analysed user data and competitors, then wireframed and designed features within existing brand guidelines. Partnered with design peers and leadership to refine the product and delivered prototypes, assets and specs for developer handoff.
Outcome: 4.5 rating and **10M+ downloads** on Google Play. View on Google Play

BASIX Dashboard

Jul 2017 – Jun 2018

First designer to set up the dashboard for BasixConcepts, a sales-automation platform with **4 user types** and **1500+ screens**. Worked with stakeholders and dev leads to define requirements and roadmap, and owned user research, interviews, user flows, information architecture, interaction and visual design, prototyping, developer handoff and design QA.
Outcome: company revenue grew **4x**, **100+ companies** onboarded, sales agents' daily calls up **80%**, and prospect-generation time cut by **99%**. basix.ai

Additional Projects

Covoco, Connect and Sell, Coditas Portal, Symantec, ZenIQ, SAM, Snap2Insight

SKILLS

AI-Assisted Design | Design Leadership | Team Mentoring | Stakeholder Management | Design Strategy | Design Systems | Product Thinking | User Research | Information Architecture | Usability Testing | Prototyping | Wireframing | Visual Design | Stakeholder Interviews | Iconography | Animation

TOOLS

AI	Claude, ChatGPT
DESIGN & PROTOTYPING	Figma, Sketch, Adobe XD, Principle, InVision
MOTION & GRAPHICS	After Effects, Photoshop, Illustrator

EDUCATION

Bachelor of Engineering

DKTE, Ichalkaranji (2010–2014)

Higher Secondary Certificate

Dr. BSC, Miraj (2008–2010)