

Ankur Khatal

Senior UX / Product Designer

With 8+ years of experience leading design systems strategy, building high-performing design teams, and driving user-centered product innovation across enterprise and consumer products. I specialise in developing cohesive design systems from the ground up, leading strategic planning through user research, prototyping, and data-informed frameworks, and aligning UI/UX efforts with product roadmaps and business objectives. Known for collaborating across technology, product, marketing, and business teams, I've built and scaled design systems serving 80+ designers and 200+ engineers, elevated adoption scores by 25%, and saved 1,000+ manual hours through automation. I create world-class digital experiences by advocating for the end user through human-centered design methods and foster a culture of design excellence, mentorship, and continuous innovation.

WORK EXPERIENCE

Guidewire Software Limited — Dublin, Ireland

Global leader in cloud-based software for property and casualty insurance.

Senior UX Designer — Design Systems & AI

01/2025 – Present

Focus: design system strategy, team building, cross-functional collaboration, AI-driven innovation

- **Developed and maintained a cohesive design system** of 1,800+ tokens serving 80+ designers and 200+ engineers, aligning governance with product roadmaps and business goals; introduced automation that cut documentation time by **90%** (months → minutes) and improved discoverability across all product teams.
- **Automated system workflows** by building scripts that sync tokens from GitHub into Airtable with real-time updates; now adopted across all product squads, increasing system literacy and accelerating collaboration.
- **Elevated design system adoption score by 25%** through strategic governance planning, contributor enablement programmes, and user research-informed documentation, communicating design decisions and strategy to senior leadership.
- **Integrated AI-driven enhancements** into design system workflows — using Figma MCP servers, Code Connect, and Claude Code/Cursor to generate React-aligned code snippets directly from tokens and components, reducing design-to-code gaps.
- **Streamlined theming and upgrade processes** with automated token versioning, reducing developer effort and ensuring smooth, low-risk deprecation cycles.
- **Embedded AI-assisted prototyping** into system usage, partnering with PMs and engineers to cut iteration cycles for new components by **40%**.
- **Built and developed design team capabilities** by mentoring 30+ designers on design system best practices, creating starter kits and hands-on workshops, and fostering a culture of innovation, creativity, and shared ownership that raised the collective design maturity of the organisation.
- **Presented strategic design recommendations** 4 times directly to the CEO and senior leadership, delivering executive presentations that simplify complex concepts, influencing roadmap priorities, and securing investment into design system growth. **Won Quarterly Global Impact Award.**
- **Led cross-functional AI readiness initiative** – founded a company-wide demo forum, onboarded 10+ teams across engineering, product, and design to AI workflows, and conducted discovery research and whiteboard sessions to identify adoption barriers and drive alignment.

Neilson Financial Services Limited — Dublin, Ireland

Global specialist provider of life insurance. Multi-brand product portfolio.

Product Designer & Design Systems Lead

12/2020 – 09/2024

- **Built and evolved a multi-brand design system from the ground up**, transitioning from siloed brand libraries to a unified token-driven architecture that reduced component maintenance by 60% and cut new brand onboarding from weeks to days.
- **Collaborated with technology, product, marketing, and business teams** through agile design sprints, ensuring UI/UX efforts aligned with product roadmaps and timelines, achieving 95% alignment with project goals and reducing rework by 30%.

CONTACT

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NEWSLETTER

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CORE EXPERTISE

Design Systems

Strategy, governance, scalability, building from the ground up, team enablement

AI in Design

AI-powered prototyping, Figma MCP / Code Connect, automation scripts, Claude Code / Cursor

Product Design

End-to-end UX/UI, user flows, wireframes, prototyping, usability testing

Leadership & Team Building

Cross-functional collaboration, stakeholder management, mentoring design talent, executive communication

SKILLS

- Agile Methodologies (Scrum, Design Sprints)
- User Research & Testing (Card Sorting, Usability, Analytics)
- Front-End Technologies (HTML/CSS, JavaScript, React)
- Figma Plugins API & MCP
- Strategic & Systems Thinking
- Service Design & Information Architecture
- Data-Informed Design & Validation
- Mentorship & Knowledge Sharing

TOOLS

- Figma / Tokens Studio / Code Connect
- Airtable Automation & GitHub
- Framer / Miro / Jira / Trello
- Adobe Creative Suite
- Hotjar, Google Analytics
- HTML / CSS / React.js

- **Developed comprehensive design system documentation** including specifications, patterns, style guides, and contribution guidelines, nurturing a culture of design excellence and enabling self-service adoption, leading to a 50% reduction in design-related errors.
- **Led end-to-end product design** for a two-sided marketplace app – from user research (card sorting, immersion studies, usability testing) through wireframes and prototypes to a live product launch, demonstrating strategic planning and human-centered design.
- **Conducted product experience design reviews and user testing sessions**, advocating for the end user through research-informed recommendations and driving a 25% increase in collaborative feedback efficiency across cross-functional teams.
- **Led strategic planning and exploration** of product information architecture using user flows, wireframes, and prototypes, collaborating with software engineers to ensure seamless design-to-development integration.
- **Partnered with product managers and stakeholders** across multiple business units to validate product strategy, define features, and align design decisions with business goals and timelines, driving a 25% boost in overall performance.
- **Mentored and developed junior designers and developers**, building design talent and fostering a collaborative culture that resulted in a 90% design system adoption rate and a 40% acceleration in design-to-development cycles.

Freelance / Self Employed — Dublin, Ireland

Serviced AI and Finance companies.

UI/UX Consultant — Design, Workshops, Marketing 06/2018 – 11/2020

- **Managed external agency relationships** and spearheaded design thinking workshops for AI and finance companies, leading discovery, user research, and whiteboard ideation sessions for web and mobile apps, driving a 30% increase in user engagement.
- Played a pivotal role in a high-profile government project, the **National Education Policy 2020**, impacting over **2.5 million students**.
- Led UI design with a strong focus on user-centric design principles, resulting in a 50% increase in project efficiency and effectiveness.

Krixi Ideas and Technology Solutions — Pune, India

Design agency start-up specialising in Web Design, Branding, and Animation.

UI/UX / Graphic Designer 03/2016 – 04/2018

- Collaborated with a global, multidisciplinary team to deliver innovative web design, development, and motion projects.
- Managed 5+ major projects, achieving a 70% client retention rate and 20% growth in client accounts through timely delivery.
- Created prototypes, micro-sites, and interactive user experiences, driving enhanced user engagement.

PREVIOUS EXPERIENCE

Digital Designer — University College Dublin, Dublin, Ireland 06/2018 – 09/2019

EDUCATION

MSc Digital Innovation

University College Dublin
2:1 Second Class w/ Honours
2018 – 2019

BE Computer Science

Savitribai Phule University, Pune
1:1 First Class w/ Honours
2013 – 2017

LANGUAGES

- English (Native)
- Hindi (Native)
- French (Elementary)

Visa: Stamp 4 — Right to live and work in Ireland without sponsorship