

Krashagi Saini

Product Designer | AI & Enterprise UX

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 [LinkedIn profile](#)

Product Designer with **8+ years of experience** designing AI-powered enterprise platforms, agentic workflows, and scalable product ecosystems

Experience



Microsoft Corporation

Jan'22 - Present

UX Designer II

Leading UX design and strategy for **agentic AI experiences, knowledge grounding** and **scalable** platform capabilities across Dynamics 365 Sales. Partnering closely with PM and Engineering to translate **complex AI capabilities into scalable, technically feasible experiences**

Sales Qualification Agent

Designed E2E workflow for Autonomous Sales Qualification Agent that improved **lead qualification rate by 40%**, prioritizing high-intent lead prospects and reducing manual evaluation effort

AI driven capabilities

- **Immersive Sales Home Experience:** Designed an AI-powered Sales Home experience that helps sellers understand customer context and recommended next-best actions in a single workflow, improving productivity and decision-making, validated by **86% of surveyed sellers**.
- **Meeting Preparation:** Designed reusable interaction patterns enabling AI-generated meeting insights, **reducing meeting preparation time by 60%**
- **Goal Management:** Designed a configurable, AI-assisted goal management experience that increased seller **goal-tracking adoption by 36%**



Bharti Airtel

Feb'20 - Jan'22

Sr. UX Designer

Airtel Ads

Worked on Airtel ads '**India-first advertising solution**' from Airtel - Designed landing page and campaign creation journey end to end, including UX flows, user journey mapping, JTBDs, and usability testing. Post product launch successfully **onboarded 300+ customers**

Airtel Shop

- Designed **self-service enterprise platform**, campaign creation journey, onboarding experience and research-driven workflow for Airtel shop digital shopping experience. Delivered designs from **wireframes to final visuals within 2 weeks**

Other projects at Airtel

- Contributed to **Airtel Superhero initiative** enabling recharge support for underprivileged users during COVID-19
- Worked on Onboarding journey for **Airtel Local Cable Operator**



Incedo Technologies

Jun'19 - Jan'20

Research and UX Design

Worked on E2E solution for enhancing productivity in corporate functions



Entropy Design

May'16 - Jun'17

Product Design

Worked on digital app design solutions for a fashion based company

Education

**National Institute of Design
Gandhinagar**

Master in Design Jul'17 - May'19

Strategic Design Management

**National Institute of Fashion Tech.
NIFT | New Delhi**

Bachelor in Design Jul'12 - May'16

Skills

Product & Platform design

Enterprise UX	Product Strategy
Interaction Design	Information Architecture
Systems Thinking	Design System

AI & Emerging Experiences

Agentic Experiences	AI Product Design
AI Orchestration	Human-AI Interaction

Research & Execution:

Design Research	Usability Testing
Rapid Prototyping	Visual Design

Tools

Figma	ChatGPT
Lovable	Bolt.new
Cursor AI	Adobe Photoshop
Adobe Illustrator	Clipchamp

Extra Curricular

Attended Figma Config'26 at San Francisco
Speaker at Women Tech Maker
Ambassador at Postcrossing
Design mentor at Adplist

Honour and Awards

Published Research Paper
Zero Waste Pattern Making
Reviving Crafts of India

Max Design Awards
Runner-Up at Max Design Awards