

Krashagi Saini

UX Designer II

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UX designer with **7+ years of experience** designing for Enterprise products

Experience

Microsoft Jan' 22 - Present

UX Designer II

Currently part of **Dynamics 365 sales team**, working on following areas

Agentic experiences

Currently working on **defining north-star vision of agent experience** and knowledge grounding for agents in **D365 sales**

AI driven features

Spearheaded E2E design implementation of **AI-driven features**, as follows:

- **Lead qualification and Handover experience:** Streamlined the process for sales teams to qualify and handover efficiently
- **Meeting Preparation:** Developed solutions for sellers to pre-prep for client meetings with relevant data and insights
- **Goal Management:** streamline experience of goal setting and tracking intuitive, integrated and intelligent

Seller productivity

Worked on several other features like sales accelerator, email reminders etc to **enhance sellers productivity**

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

Created **self-serve journey** for Airtel shop, portal for sellers

- Conducted workshops to drive clarity amongst stakeholders through **research, benchmarking and user journey mapping**
- Delivered designs from **wireframes to final visuals within 2 weeks**

Other projects at Airtel

- Worked on **recharge journey for DTH**
- 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 solutions for a fashion based product company

Education

National Institute of Design

Master in Design Jul'17 - May'19

Strategic Design

National Institute of Fashion Tech.

Bachelor in Design Jul'12 - May'16

Fashion Design

Skills

Story Boarding User Journey Mapping

Design Research Usability Testing

Wireframing Rapid Prototyping

Visual Design Systems Thinking

Tools

Figma Adobe Illustrator

Adobe Indesign Adobe Photoshop

Procreate Pen + Paper

Extra Curricular

Speaker at Women Tech Maker

Ambassador at Postcrossing.com

Design mentor at Adplist

Core member of Culture-v-team

Honour and Awards

Published Research Paper

Zero Waste Pattern Making

Reviving Crafts of India,
Ikat/Patola Sarees

Max Design Awards

Second Runner-Up at
Max Awards (Student Edition)

Academic Projects

Google Reviews

Enhancing customer exp. by ensuring
authenticity in Google Reviews

Samsung Edge

Making Samsung the brand choice of millennials

LPG/PNG Sahay Yojna

Designing Strategic Media Plan for Govt. of
Gujarat Gas Ltd.

Systems Thinking - Education Model in India

Designing education system that inculcates
ownership and autonomy