

Diksha Ghanshani

Product Designer

Phone: +917007518127 LinkedIn: [linkedin.com/in/dikshaghanshani](https://www.linkedin.com/in/dikshaghanshani) Email: dikshaghanshani97@gmail.com Portfolio: dikshaghanshani.com

Product Designer with working on **AI-powered platforms, agentic UX, and document intelligence** at Intuit. Shipped 0→1 platform experiences from concept to launch **spanning QuickBooks, TurboTax, Intuit Enterprise Suite, and Credit Karma**, working across research, interaction, and visual design in close partnership with Product, AI/ML, and Engineering teams. Proven track record of **leading research-driven design that aligns user needs with business goals and delivers measurable impact at scale**, validated through experimentation with consumers, SMBs, and enterprise customers.

EDUCATION

National Institute of Design, Bangalore, India 08/2021 - 05/2024
Master of Design, Design for Retail Experience

WORK EXPERIENCE

Intuit, Bengaluru, India 03/2024 – Present
Product Designer 2

- QB Money - Bill Ingestion & AP Automation**
 - Led end-to-end design for **AP Automation bill ingestion (web + mobile)**, a surface processing **\$47B+ in annual AP volume across 225K+ companies**.
 - Drove a **63% reduction in extraction latency (47s → 17s)** within 60 days; over the next 6 months lifted **active companies +32% (79K → 104K)**, grew **monthly bill throughput +40% (1.67M → 2.34M)**, and improved **extraction quality +6.4pp (WDS 81.5% → 87.9%)** eliminating manual entry for **14.8M bills**.
 - Designed scalable **agentic UX patterns** for AI-assisted bill ingestion; led trust-first AI workflows (AI checklists, merge proposals, auto-rename, anomaly detection) validated through experimentation with consumers, SMBs, and accountants.
 - Conducted **40+ interviews and usability studies** to shape the FY26 Q3/Q4 roadmap.
- TurboTax**
 - Owned end-to-end UX for **post-file reject recovery** (IRS Direct Import: IP PIN + Prior-Year AGI), designing high-trust guided IRS retrieval that addressed **776K rejects in TY24** and contributed **~\$2M revenue opportunity** through faster e-file acceptance.
 - Optimized W-2 entry by prioritizing **Upload over Import** (52% of users upload; 78% have W-2 in hand) and advocating an **EIN Lookup-led flow**, lifting confidence and task completion while addressing the **7% payroll-import adoption ceiling**.
- Intuit Enterprise Suite**
 - Streamlined inter-company sales and automated expense allocation, **saving customers ~20 hours/month** in manual operations.
 - Improved multi-entity compliance with audit logs, attachments, and transaction support across products, projects, and dimensions.
- Document Management**
 - Led design for **Document Preview**, driving **migration of 70K enterprise clients off third-party tools**; designed nested folder/tree-view architecture supporting large-scale accountant workflows and enterprise migration.
 - Shipped trust-first AI document workflows - AI checklists, merge proposals, and automation signals, validated through experimentation with consumers, SMBs, and accountants; partnered with GenUX on **cross-product patterns adopted across Intuit** and contributed to the **Intuit Design System**.
 - Designed and scaled the **IDX Document Management library to 80+ reusable components** across web and mobile, establishing standardized upload, preview, and document-handling patterns adopted by teams across Intuit.
- One Intuit Drive**
 - Drove UX strategy and concept design for **Standalone One Intuit Drive and OID-in-Chat**, grounded in research across **~1,000 users and 2B documents** imported in 2023.
 - Synthesized 4 studies, expert roundtables, and accountant sessions to define P0/P1 priorities delivering **76% faster doc intake and 68% improved sharing controls**.

Intuit, Bengaluru, India 08/2023 - 02/2024
Product Design Intern

- Redesigned self-serve **ML document classification platform** for AI/ML developers, reducing model onboarding time from **81 to 40 hours** for advanced users via Auto-ML and a guided IA.
- Conducted research with 15+ users to identify IA pain points; validated guided-path solution with **6/8 users achieving self-serve confidence** in usability testing, addressing the core challenge that 10/13 users found the tool inaccessible without ML knowledge.

IISc CPDM (InsuFlo), Bengaluru, India 10/2023 – Present
Product Design Adviser

- Advise team building **affordable insulin pump for Type 1 diabetes** in resource-constrained settings; led UI/UX strategy for the patient-facing application and project website alongside 15+ designers and engineers.
- Translated clinical and patient needs into product requirements and patient education content; shaped India **go-to-market strategy** with a clinician-first rollout and distribution approach suitable for public/private care settings.
- Consulted on the **pump technology and "how it works"**, and translated clinical + patient needs into actionable product requirements and patient education. Supported **positioning of InsuFlo as "potentially the first insulin pump to be designed and commercially launched in India"**, built around delivery accuracy, open APIs, and lower cost.

SKILLS

- Design Expertise:** AI-First Product Design, Agentic Experience Design (AX), Platform Design, Information Architecture, Design Systems, Interaction Design, Visual Design, UX/UI Design, Prototyping, Accessibility.
- AI + Systems:** LLM-Driven Workflows, Document Intelligence, Trust-First AI Design, Agentic Workflows, Cross-Product Pattern Design, Enterprise SaaS, Workflow Automation.
- Research and Strategy:** Generative and Evaluative Research, Usability Testing, Survey Design, Synthesis and Insights, Product Strategy, Stakeholder Alignment, Roadmap Influence, Heuristic Evaluation, Competitive Benchmarking.
- Tools and Technologies:** Figma, Figma Make, FigJam, Claude, Cursor, Builder.io, Framer, UserTesting.com, Hey Marvin, GreatQuestion, Adobe Creative Suite, Miro, HTML/CSS.
- Leadership & Recognition:** Design Patent (sustainable cradle); Intuit Design System Badge; co-led Intuit Product & Design Summit (~300 attendees); 3x D'Source Design Award winner.