Piyush

Senior Product Designer • UX Strategy · Information Architecture · Journeys · AI/LLM Experiences

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SUMMARY

Product designer with 10 years in regulated, data-heavy products, most of it in financial services at Morningstar. I lead UX strategy for large, multi-audience platforms: information architecture, navigation models and end-to-end journeys for investors and financial advisers. I design LLM-powered experiences with human review and evals built in. I shape the vision and stay hands-on. I run discovery, turn research and analytics into clear design direction, and align product, engineering and business leaders around it.

CORE EXPERTISE

Experience Strategy: UX strategy for multi-product platforms · Product vision · Discovery · Problem framing · OKRs to design direction

Information Architecture: Navigation models · Site structures · Card sorting · Navigation testing · Content hierarchy

Journey Design: User flows · Journey maps · Wireframes · Personas · Prototyping

Research & Insight: Interviews · Usability testing · Synthesis · Competitive analysis · Analytics and user feedback

Leading Through Influence: Workshops · Premortems · Design critique · Stakeholder alignment · Presenting to leadership · Mentoring

Systems & Scale: Design systems · Reusable patterns · Design QA · Agile delivery · Design-to-development

AI & LLM Experiences: LLM-powered assistants · Prompt and response design · Human-in-the-loop review · Evals of AI output quality · Trust and uncertainty patterns

EXPERIENCE

Morningstar

Senior Designer • Nov 2019 to Jul 2026

Investor Pro: Experience Strategy & Information Architecture

- Led **discovery and market analysis** to unify ARC for advisers and Investor for individuals into one platform across Australia, the UK and the US.
- Defined the **product model and information architecture**, creating a shared core with tiered access and role-based experiences for visitors, investors and financial advisers.
- Designed **end-to-end journeys** for sign-up, trial, upgrades and research tools, including Screener, Watchlist, Compare and editorial pages.
- Applied **card sorting and adviser usability sessions** to validate the structure and influence product decisions.
- Led **cross-functional workshops and a premortem** to assess migration, adoption, tier value and technical risks, translating findings into a phased roadmap.
- Delivered **phased releases** of Screener, Watchlist, Compare and the article page in partnership with engineering.
- Improved user experience outcomes, increasing **System Usability Scale (SUS) from 59 to 88** and **Net Promoter Score (NPS) from 29 to 67**.

AI & LLM Experiences

- Designed the interaction model for an LLM-powered assistant embedded in advisers' daily workflows: prompts, response structure, suggested actions, context and human review. Reached **34%** daily adoption among eligible advisers and cut workflow steps by **45%**.
- Defined patterns for AI uncertainty so advisers could review, edit and validate LLM output before acting on it.
- Ran evals of live beta answers against a response quality template, and fed the gaps back into prompts, response structure and the product backlog.

- Led a cross-functional workshop and tested an LLM-generated file-note tool with 10 advisers. Beta reached ~5,000 users: **72%** activated in week one and **84%** of notes were saved without edits, our main quality signal for generated output.

Design Systems & Patterns

- Built a component-based design system on top of Morningstar's core library, covering page structures, layouts and data tables, adopted across 3+ enterprise products including AdviserLogic and Morningstar UK.
- Reduced UI development time by **50%** and UI inconsistencies by **60%**, accelerating delivery and improving product consistency through reusable components and standard patterns across Cashflow, Reporting Tool, AFSL Dashboard, Compare Tool, Watchlist and Model Portfolio.

Leadership & Design Practice

- Translated business objectives and key results into UX strategy, product priorities and measurable outcomes with product, engineering and leadership.
- Led workshops, user interviews, usability testing and design critiques across complex financial products, and presented design direction to senior stakeholders.
- Mentored 2 associate designers in product design and design practice.

AdviserLogic

Designer 2 • Oct 2018 to Nov 2019

- **Raised design maturity across the organisation** by setting up design intake, prioritisation and critique, and bringing research and ICP definition into product decisions.
- Partnered with 5 product managers to deliver 4 products in one year, using interviews and usability testing to find pain points and validate solutions.
- Redesigned the Digital Advice tool, simplifying complex advice workflows and contributing to a reported **70% improvement in adviser efficiency**.
- Designed a digital template system that cut document creation from **2 weeks to 2 days** and operational cost by **90% (AUD 10K to AUD 1K)**.

CRON AI

UX Designer • Dec 2016 to Mar 2018

- Shaped the 0 to 1 product across product definition, experience design and early development.
- Designed dashboards and reporting that turned complex data into clear insight for customers and investors, supporting a Series A raise and revenue growth from **₹20 lakh in 2015 to ₹3 crore in 2017**.

CERTIFICATIONS

AI for Designers, IxDF

UX DesignOps: Measuring Success

Design Thinking: Customer Experience

Enterprise Design Thinking Practitioner

TOOLS

Figma · FigJam · Figma Make · Jira · VS Code · GitHub · HeyMarvin · Claude (design & code) · Adobe Creative Suite

EDUCATION

B.E. Computer Science

Maharashtra Institute of Technology, Pune • 2012 to 2016

EXTRACURRICULAR ACTIVITIES

Member of the Morningstar Badminton and Cricket teams.