

Stacy Carvalho

Principal Product Designer | UX Strategy & Systems Thinking | Design Leadership
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Summary

Experienced **Principal Product Designer** with **8 years** driving **0-to-1 product and team development** across healthcare AI, enterprise SaaS, and adtech. **Established** HiLabs' **first design function** and **built a scalable design system** that reduced development costs by 30% across seven shipped products. Delivered measurable outcomes including a 30% increase in user retention, 60% fewer critical errors, and a **\$2M enterprise contract won** through a two-week design sprint. **Three-time company award** winner for design leadership, design systems impact, and product innovation.

Work Experience

Session AI

Enterprise Product Designer

10/2025 - Present

- Served as the sole designer, auditing the entire product to identify UX issues and redesign core user flows to improve real-time predictive and decisioning experiences across the platform
- Designed and delivered brand-new dashboards and feature flows that support Session AI's AI-driven in-session decisioning platform, ensuring clarity, usability, and consistency across complex interactions

HiLabs

Pune, India

Principal Product Designer

01/2024 - 08/2025

Promoted from Senior. Led design strategy, a design team, and created a design system that works across a portfolio of enterprise healthcare AI products.

- Established and grew the design team, fostering a sustainable design culture while mentoring junior designers, enhancing design quality and team retention
- Built and scaled a multi-product design system with 70+ components, ensuring consistency across enterprise SaaS platforms and reducing UI design and development costs by 30% which was adopted by all 7 products and POCs in the making
- Led end-to-end UI and UX for PCMS, a provider credentialing and management platform, designed from scratch in under 2 weeks through direct client and SME collaboration. The delivered product contributed to closing a year-one deal valued at approximately \$2M
- Led end-to-end UI and UX for MCheck Provider, an AI platform auditing 75M+ provider directory records. Designed the health scoring system, multi-persona dashboards, and AI-assisted anomaly verification workflows, driving 95%+ directory accuracy for major US health plans
- Conducted UX research, heuristic evaluation and usability testing for PCMS, Network IQ, and MCheck Provider, identifying key pain points and driving UX improvements that enhanced user satisfaction
- Designed AI-powered UX solutions for Surge AI and Roster Automation, leveraging machine learning to enhance predictive analytics, streamline workflows, and reduce manual effort by 20%
- Led the HiLabs website redesign to improve brand perception, enhance user engagement, and reduce bounce rates

Senior Product Designer

02/2023 - 12/2023

- Redesigned MCheck Provider's UX, streamlining workflows and increasing user adoption by 30%, while reducing data validation errors by 20%
- Standardised Figma documentation, reducing design-to-dev handoff errors by 30% and establishing a streamlined workflow between design, product, and engineering
- Designed in-house marketing collateral to establish brand cohesiveness and enhance storytelling across the company

Deeplntent

Senior Product Designer

02/2022 - 12/2022

Promoted from Product Designer within 12 months.

- Co-led end-to-end UX design for Patient Planner, a patented product within the Deeplntent platform, from concept through launch in close collaboration with PMs and data scientists.
- Conducted A/B testing for key features to resolve differing opinions on design approaches, improving user task efficiency.

Product Designer

01/2021 - 01/2022

- Created UX flows, wireframes and UI designs for multiple flows, collaborating closely with PMs and data scientists to align UX with business
- Contributed to the Design System for various commonly used components reducing rework time

VMLY&R

UX Designer

10/2020 - 12/2020

Internship position

- Led UX design projects for high-profile clients like Colgate and Mahindra, creating wireframes, prototypes, and user flows that improved task efficiency
- Conducted user research and usability testing to validate design decisions, enhancing user satisfaction

Apollo 24|7

UI/UX Designer

05/2020 - 07/2020

Internship position

- Reduced appointment-related errors by an estimated 60%, improved user comprehension, and minimised operational chaos during the critical period of Covid-19 with better UX design layouts and UX writing
- Designed the Kavatch initiative page aimed at introducing a new Health cover Plan to users during COVID-19 pandemic
- Conducted UX audits & heuristic evaluations for the Apollo 24|7 website, identifying usability bottlenecks and implementing accessibility improvements
- Designed task flows, user journeys, and high-fidelity UI screens, improving website engagement & accessibility
- Partnered with the marketing team to iteratively refine designs based on real-time feedback and evolving requirements

Work Experience

ISDI WPP

Design Faculty

02/2019 - 04/2019

Contract teaching position

- Developed graphic design curricula for courses and conducted branding, resume-building, and graphic design workshops
- Taught 3 batches of 15 - 20 students each under the under-graduation programs

Creative Glitch

Founder & Lead Designer

12/2017 - 08/2019

- Established a freelance design and print agency, specialising in custom merchandise: t-shirts, tote bags, mugs, and badges
- Managed end-to-end design and production, setting up in-house printing to ensure quality control and rapid turnaround
- Explored new machinery and production techniques, expanding service offerings and optimising manufacturing processes
- Managed digital and print branding projects, delivering personalised merchandise that strengthened client engagement

St Pauls Institute of Communication Education

Graphic Designer & Faculty

05/2017 - 12/2018

- Taught 200+ students across graphic & UI design modules (Adobe Suite), spanning ages 10 to 65
- Facilitated the website design and development to modernise the institute's online presence, improving user engagement and conversions
- Developed course curricula and conducted workshops on Illustrator and Photoshop Basics, Marketing using Design, and resume building
- Led institution-wide marketing collateral creation, improving brand identity & engagement, both in digital and print media
- Managed social media and blog content, increasing organic traffic by 20%

St Pauls Institute of Communication Education

Graphic Designer & Faculty

08/2015 - 08/2016

Education

ISDI, Mumbai x Parsons School of Design, NY

08/2019 - 08/2020

Post Graduate Diploma in Design & Innovation

St Andrew's College, Bandra

07/2013 - 04/2017

Bachelors of Management Studies - Marketing

Key Achievements



Design Excellence Award · July 2024

Recognised for establishing HiLabs' first structured design organisation, leading the creation of 0-to-1 products that unlocked new revenue streams and pioneered AI-driven UX methodologies across the company.



Idea Factory Award · December 2024

Recognised for implementing an enterprise-wide design system that reduced design-to-development time by 30% and ensured consistency and scalability across seven products.



Star Performer Award · March 2025

Recognised for outstanding individual contribution to product and business outcomes, including a two-week design sprint that directly contributed to a \$2M enterprise contract win.

Skills

Technical Skills:

User Experience Design · Interaction Design · Design Systems · Wireframing · Prototyping · Heuristic Evaluation · A/B Testing · Figma · Dashboard Design · AI-Powered UX · Product Strategy · UX Research · B2B SaaS · Enterprise UX

Leadership & Collaboration:

Design Leadership · Team Building · Mentorship · Stakeholder Management · Cross-functional Collaboration · Strategic Thinking · Design Culture · Design Operations

Find my work on



Portfolio Website

stacycarvalhodesigns.com



LinkedIn

[stacycarvalho](https://www.linkedin.com/in/stacycarvalho)



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