Pooja Guttihal

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Senior Product Designer — Platform UX, Workflow Systems & AI-Enabled Enterprise Tools

I'm a senior product designer focused on complex platform and enterprise systems. Over the past eight years, I've worked on healthcare and cloud environments where workflows are rule-heavy, high-stakes, and deeply interconnected. My strength is structuring complexity — designing interaction models, information architecture, and governed workflows that make large systems usable and scalable. Recently, I've been working on AI-assisted authoring platforms and legacy system modernization, where the challenge is balancing speed, flexibility, and system integrity. I enjoy working in ambiguous spaces where design helps define the product direction, not just the interface.

LinkedIn • Behance • Portfolio

Experiene

Oracle - Senior UX Designer
Aug 2022 – Present │ Bengaluru

Designing enterprise healthcare platforms supporting clinical, administrative, and financial workflows across U.S. hospital systems.

- Shaped UX direction for complex healthcare systems involving structured documentation, contract management, and operational decision workflows
- Modernized legacy, rule-heavy platforms by restructuring interaction models, improving state visibility, and reducing cognitive load in high-risk environments
- Designed reusable template-based frameworks for federally mandated reporting dashboards, improving consistency and scalability across products
- Contributed to Gen2 platform modernization, aligning legacy Soarian and Millennium experiences to Redwood design standards
- Explored AI-assisted template authoring and population health–driven decision workflows, influencing early platform direction and interaction models
- Partnered with product, engineering, SMEs, and leadership to balance usability, governance, and system feasibility

Hewlett Packard Enterprise (HPE) — UX Designer
Apr 2021 – Aug 2022 │ Bengaluru

Worked on enterprise cloud service platforms and operational tools.

- Redesigned a global training ticket management platform used for remote device training environments
- Simplified fragmented workflows into structured task flows, improving navigation clarity and reducing user friction
- Created information architecture, task models, and validation patterns for enterprise admin users
- Supported usability testing and iterative design cycles in collaboration with product and engineering
- Contributed to experiences within HPE's complex GreenLake cloud ecosystem

Tata Consultancy Services - UX Designer
Aug 2017 – Mar 2021│ Bengaluru

Designed enterprise applications across healthcare, banking, and digital platforms.
- Delivered UX for enterprise systems with a focus on workflow clarity, structure, and usability
- Conducted usability audits and interaction evaluations for large-scale internal tools
- Collaborated with cross-functional teams to improve task efficiency and reduce system complexity

🏆 - Awarded "Best Innovative Case Study" (Global) – TCS (2019) Spearheaded a pioneering Digital Twin concept for surgical procedures, recognized as a top global innovation across TCS. Conducted extensive research into business scalability and market opportunities, positioning the solution as a viable competitor against industry leaders like Siemens Healthineers. This project bridged the gap between advanced medical research and commercial digital transformation.

Design Strategy & Systems Thinking

- Shape product direction in complex domains by aligning stakeholders through structured discovery and cross-functional collaboration
- Model end-to-end journeys and system behaviors using experience mapping, task analysis, and scalable information architecture
- Translate ambiguous problem spaces into structured solution frameworks through hypothesis-driven exploration and prototyping
- Convert research insights into interaction models and reusable design patterns that scale across workflows
- Reduce product risk in high-stakes environments through contextual inquiry, usability evaluation, and iterative validation

Core Focus Areas

Platform UX • Enterprise Workflow Design • Information Architecture
Systems Thinking • AI-Assisted Experiences • Healthcare UX
Governance & Validation Patterns • Interaction Models at Scale

Bapuji Institute of Engineering and Technology/ BE
2013 - 2017 • Davangere,Karnatka,India

I hold a Bachelor's degree in Computer Science Engineering and was part of the college creative and digital initiatives, where I contributed to ideation and innovation across both technical and creative domains for student- and institution-level projects.

Certifications

- Advanced UX Strategies for Product Managers (AGSPQ7QMMH2R)
- Design-Led Strategy: Design thinking for business strategy and entrepreneurship(BLC8YNSSURE7)
- Usability anayst (CUA), HFI
- IDF

Outside Work

📚Books, 🏖travel, 🎨painting, 🎵singing