

Karishma Bhugoowan

Senior Product Designer

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UX Designer | Creative Strategist | Workshop Facilitator | Rapid Prototyper | AI Designer

Portfolio: <https://karishmabhugoowan.com>

Senior product designer with 7+ years' experience designing and shipping automation, Generative AI and Agentic AI products for IBM's Defence, Healthcare, and Telecoms clients. Expert in turning ambiguous, complex problems into clear, intuitive solutions through rapid prototyping and deep user insight. Proven leader and team collaborator, working alongside full stack engineers, data scientists, product managers and designers. Passionate about building meaningful products at the intersection of emerging technology and strategy. Interviewed by the [Financial Times](#) on putting people first whilst working with AI.

Work Experience & Highlights

IBM: Senior Product Designer (Generative AI & Design Strategy)

July 2021 - Present day | London, UK

Design lead for IBM's Client Engineering Public & Defence Squad, a product build team turning emerging technology into compelling, user centred experiences. Led multiple projects from early-stage concept to full products, spanning generative AI, automation, and agentic product experiences, blending design thinking with measurable business outcomes. Run design thinking workshops, iterative design sprints, feedback sessions, and client playbacks to validate and ship production-ready solutions.

Project Highlights:

Department of Work & Pension UK | Designing Trust into AI: Responsible Automation for UK Government

- Designed and delivered a Generative AI solution that automated the summarisation of DWP documents and policies, generating ready-to-use learning content for internal teams serving millions of UK citizens — reducing a 2-week manual process to 20 minutes and cutting error rates by 62%
- Led UX strategy, user research, and interaction design end-to-end: user flows, wireframes, and user stories
- Embedded responsible AI principles through a human-in-the-loop review flow for content editing and sign-off, creating a scalable, trustworthy workflow for a product at government scale
- Engagement led to contracted sale for IBM

Ministry of Defence, UK | Zero-to-MVP in the Field: Redesigning Tactical Planning for the Front Line

- Transformed legacy Excel-based tactical planning into a real-time, soldier-ready MVP for low-light, low-resource field environments
- Conducted contextual research and co-design sessions with military engineers, surfacing cognitive overload as the root problem
- Reframed the product brief and defined a constraint-driven information architecture
- Ensured designs translated cleanly into technical implementation by working closely with engineering teams throughout the build cycle
- Achieved 83% reduction in planning effort, freeing soldiers for mission-critical decision-making
- Showcased at UK Defence Conference 2024; engagement led to contracted sale for IBM

HSBC UK | Behaviour-Led Design for Gen Z Banking [Mobile Native Application]

- Designed a high-fidelity interactive prototype for HSBC's Gen Z consumer banking app, a product targeting millions of UK retail banking customers - delivered in 3 weeks
- Applied design thinking, behavioural insight, and data visualisation to shift banking from transactional to personal, delivering a user-centric solution with intentional visual craft and interaction quality
- Presented directly to Group CTO, UK COO, and Global CIO, influencing executive strategy and securing a contracted sale for IBM
- Advocating for the power of design and proactively using it as a strong tool for storytelling and future vision

Designing Agentic workflows and conversational flows:

- Designed the first point-of-contact agentic experience for NHS patients - balancing clarity, safety, and sensitivity
- Defined dialogue flows, intent mapping, and response design to create trustworthy, human-centred AI experiences

Certified Design Thinking Coach: 80+ workshops facilitated across banking, government, defence, and healthcare:

- Design and deliver bespoke workshop agendas to each client, aligning activities to both business goals and user outcomes across industries including MoD, NHS, HSBC, and UK DWP.
- Led full-day Innovation Days and Enterprise Design Thinking sessions that move beyond post-its to strategy creating shared vision, momentum, and actionable outcomes.

Mentoring & building a community:

- **Mentoring & Team Development:** 1:1 mentoring across two tracks, supporting individuals navigating careers in tech with honest guidance and real-world perspective, and coaching junior designers and engineers within my own team, upskilling and empowering them to grow and contribute with confidence
- **Facilitation Training Programme:** Created and delivered a full-day facilitation training programme from scratch, my own initiative, to upskill the new team members in Design Thinking and workshop facilitation. Built a curriculum with hands-on activities, confidence-building exercises, and practical frameworks to equip colleagues with the skills to lead their own sessions.
- **Education & community impact:** Run IBM Design Thinking sessions in secondary schools, introducing AI literacy and problem-solving frameworks to students.
- **Advocating for Women in Tech:** Led a [Tech She Can](#) design sessions introducing empathetic design to young girls, demonstrating that empathy is a superpower in tech.

Promotions: [Junior Product Designer](#) → [Associate Product Designer](#) → [Senior Product Designer](#)

- Promoted to Senior after delivering £1B contract win for the Ministry of Defence.
- Promoted to Associate Product Designer within 15 months, recognised for consistently delivering high-quality UX work autonomously independently leading Design Thinking sessions, facilitating client workshops, and carving out MVPs with minimal oversight.

IBM iX: UX & UI Design Consultant

July 2019 – October 2020 | London, UK

- **Cross-industry client delivery:** Worked as an UX & UI designer across a diverse portfolio: including Abcam Pharmaceuticals, Liverpool Football Club, and Raise Green. Adapting creative approach to each client's brand identity, audience, and digital experience goals across very different industries.
- **Design systems:** Built and maintained an end-to-end design system for a healthcare client, applying Atomic design principles and accessibility standards. Creating scalable, on brand foundations that could flex across a range of integrated digital content.

Creative Skills & Tools

Core UX & Product Design Skills: UX & UI Design, Interaction Design, Information Architecture, Wireframing, Rapid Prototyping, Responsive Design, Design Systems, WCAG & Inclusive Design,

Research & Strategy Skills: Stakeholder Mapping, Service Design, Journey Mapping, User Story Mapping, MVP Definition, Workshop Facilitation, Enterprise Design Thinking, Innovation Days, Design Leadership

AI Skills: Generative AI Design Principles, Conversational Design, AI Workflow Tools, Prompting, Responsible/Ethical AI & Governance, Agentic UX, AI Prototyping, Vibe Coding

Tools: Figma, Framer, Vercel, Miro, Adobe, Jira, Notion, Monday, AI Agents (Claude), AI Coding Agents, Visual Studio Code

Education & Training

- Enterprise Design Thinking for AI
- IBM Global Sales School
- UX BrainStation Design
- IBM Enterprise Design Thinking
- Industrial Design & Technology - BA (2:1) Brunel University London

Key Achievements & Recognition

- Certified IBM Enterprise Design Thinking Coach
- Awarded IBM's Rising Star in Q1 2023.
- Selected for IBM Client Engineering's Top Talent Programme 2022
- Panellist and mentor for Women in Tech early professionals