

GREEMA JOY

Lead Product Designer · DesignOps · Human-AI Systems · Enterprise B2B

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Most briefs describe the wrong problem. My job starts there, before the interface. Twelve years working directly with CEOs, CTOs, and VPs across enterprise B2B, AI products, healthcare, fintech, and legal tech. I bring two diagnostic lenses most designers have separately: systems engineering and I/O psychology. I've used both to redesign products and the design function itself, turning it from a support cost into a strategic, billable capability. I also redesign how teams work with AI, so it removes handoffs and rework instead of multiplying them.

EXPERIENCE

GlobalLogic, a Hitachi Group Company

New Media User Experience Design Sr. Professional · Client: WebPT

Jul 2026 – Present

- **AI delivery workflow:** Inherited a delivery chain of 5+ AI tools across requirements, design, and code generation, where every handoff lost context and caused hallucinations and rework. Documented the process in 3 days and presented root causes to senior client and GlobalLogic stakeholders.
- **Design-first on the HEP module:** Captured requirements on day 1 and delivered a tested interactive prototype in Antigravity on day 2, then produced the PRD, FRS, and flows from the approved prototype. Code generation matched the design without rework. Ran the module on a single AI tool for a month, cutting tool sprawl and token spend.
- **Clinical EMR:** Designing practitioner and front-office experiences, including Conversational and Focused modes and a My Schedule redesign for double and multi-booking, presenting design reviews directly to the CEO.

Lead Product Designer · Client: Google gTech · DevShop

Jun 2023 – Jul 2026

Product Work

- **Agentic AI tool for Technical Program Managers (2025–26):** Before any UI, ran alignment sessions to define what the AI owns autonomously and what needs human approval. Designed a product connected to Google Workspace, Jira, and task tools that delivers reports daily or on demand; report cycles went from weeks to daily. Built a shareable library of 50 context-rich prompts. Added intentional friction at key checkpoints so humans confirm status, countering the "watermelon effect" of green-looking telemetry.
- **Utility Tracker for Ops (2026):** No brief and no shared definition of "utility" across teams, so I established the taxonomy and wrote the FRS first. Facing a 45-day infrastructure access blocker, built engineer-ready HTML prototypes in 2 days with Google Stitch + Antigravity, using the Google design system and simulated data. The PRD, FRS, flows, and IA came from the prototype, which served as the design specification. Mapped it to production components with developers, and parts of the prototype code were reused directly. This design-first approach became the team norm.
- **CSAT Platform (2023–26):** Nothing defined what CSAT should be measured against. Held the interface until measurement logic was settled, drove the cross-stakeholder definition, and wrote the FRS, which remains the product specification.
- **Companion Panel, quality review automation (2025–26):** Inherited mid-project. Mapped undocumented exceptions before writing requirements, and chose a deliberately smaller initial scope over fragile automation.

DesignOps

- Found existing systems and processes weren't working in practice. Engaged senior stakeholders directly and showed the gap was adoption and clarity, not tooling.
- Created a designer onboarding process where none existed, plus a resource skill matrix and project mapping framework that made team capability and allocation visible.
- Introduced structured resource mapping across the 10-member team, improving allocation visibility and reducing coordination overhead.

Lead Product Designer · Manupatra (Contract)

2023

- AI redesign of a 20+ year legal research platform. The platform had no unified navigation logic, and adding AI to an incoherent structure would have made it worse. Defined the information architecture before touching any AI surface.

UX Manager · Folka Holidays

Aug 2021 – Mar 2023

- **Rural India Vendor App:** Insisted on field research before requirements. Shipped an offline-first MVP built around how rural vendors actually operated, not how the team assumed they did.
- **Travel ERP:** No requirements document. Mapped the real operational data flow and rebuilt the data model from scratch rather than digitising spreadsheet logic.
- **Support Automation:** Existing tools weren't cost-effective, so I built interim automation in Google Sheets while the ERP was in development. Conversion tracking became possible for the first time.
- **Carbon footprint tracking:** International standards conflicted. Chose a defensible baseline, documented every assumption, and shipped an auditable methodology.

Product Work

- **FieldMax:** Adoption was low despite a working product, because field sales teams resisted what felt like surveillance. Ran leadership workshops to reposition the tool before changing any interface.
- **BCC Insurance Platform:** Stakeholders held conflicting versions of the same process. Reconciled them through discovery, giving the business its first single documented workflow.
- **MapHabit:** The brief defined one user, but the real ecosystem included family members and caregivers. Expanded scope to make them first-class users.
- **Burgan Bank HRM:** Requirements were complete on paper but modelled the old system. Surfaced undocumented data-visibility politics between departments before build.

DesignOps · Org Design

- Designers were treated as a support function, with no billing and no visibility into revenue. Proposed and implemented a billing model for design work, giving design a tracked revenue line for the first time.
- The design team scaled from 14 to 42 members. I designed the operational model that made that possible (quality review, project tracking, onboarding, skill frameworks) as its strategic architect, not its line manager.
- Introduced a formal design process where there was none, and ran workshops that helped senior stakeholders see what design contributed and why it needed proper resourcing.
- Built and managed the team's external portfolio, which directly helped win clients and established design as a business capability.

UX Designer · Researcher · Independent

2017 – 2018

- **National Skill Development Corporation:** Mapped contradictory government stakeholder requirements against real user workflows, surfacing interdepartmental conflicts at the design stage rather than after build.
- **Mental health platform:** Stigma was the main barrier. Designed research to reduce social desirability bias; findings led to removing visible "mental health app" markers where users might be observed.

Business Presentation Designer · McKinsey & Company

Mar 2016 – Jan 2017

- Turned complex strategy research into executive-ready narratives for C-level audiences. The gap between what a strategy team knows and what leadership can act on is usually a legibility problem, and that insight has shaped every stakeholder engagement since.

FEATURED WORK**WDCF, Weighted Design Capacity Framework**

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A scoring system developed over a decade of practice to make invisible cognitive work legible to decision-makers. Five weighted dimensions grounded in Sweller, Wegner, and Hochschild. The parallel to AI product design is deliberate: when a system's behaviour is invisible to the people who depend on it, trust breaks. That is the design problem in both cases.

EDUCATION

UI/UX Design for AI Products · Stanford University Professional Education

Nov 2025 – Jan 2026

M.A. Industrial & Organisational Psychology · IGNOU

2019 – 2021

B.Tech Information Technology · Anna University

2008 – 2012

COMPETENCIES

Product: Upstream problem diagnosis · Human-AI interaction design · Trust boundaries for agentic systems · Designed friction & human override · Behavioural design

AI workflow design: Single source of truth · Prototype-first workflow (HTML as design spec, Figma where it adds value) · Human checkpoints · Google Stitch · Antigravity IDE · Prompt & context libraries · AI workflow design

DesignOps: Billing models · Capacity frameworks · Skill matrices · Onboarding · Quality review · Project tracking

Leadership: Stakeholder alignment · Workshop facilitation · FRS/PRD authoring · Systems thinking · Org design through influence

Tools & domains: Figma · FigJam · Google Workspace · Jira · Enterprise B2B · Healthcare · Legal tech · AI products