

Mary Rose Mathew

Lead Product Designer | Enterprise Reporting & Analytics | AI-Assisted UX & Platform Strategy

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Profile

Lead Product Designer with 12+ years of experience owning complex product problems from discovery and research through product direction, prototyping, validation, and delivery. Experienced in shaping roadmaps, simplifying multi-user workflows, and partnering closely with Product and Engineering to turn ambiguous problems into shippable experiences. I increasingly use AI-assisted development and vibe-coding workflows to move from an idea to a working prototype quickly—allowing me to explore feasibility, test interactions, and communicate product thinking through functioning experiences rather than static mocks alone.

Core Strengths

Enterprise Reporting & Analytics • Product & UX Strategy • AI UX & AI-Assisted Prototyping • Enterprise UX • UX Leadership • Systems Thinking • UX Research • Information Architecture • Evidence-Based Customer Advocacy • Cross-Functional Alignment • Executive Influence • Design Thinking

Professional Experience

Athenahealth: UX Lead

June 2017 - August 2026

Led UX initiatives spanning enterprise reporting and analytics, EDI, workforce management, marketplace, and digital-platform experiences.

- Led complex UX initiatives from discovery through validation, establishing the design direction and aligning user needs, business priorities, and technical constraints.
- Planned and conducted customer research, workflow observation, stakeholder interviews, usability testing, surveys, and iterative RITE studies; translated findings into journeys, personas, product opportunities, and experience strategies.
- Identified gaps in legacy platforms and emerging business requirements, recommending improvements that expanded product scope, strengthened governance, and simplified enterprise workflows.
- Influenced product roadmaps and MVP priorities through customer evidence, market research, design vision, and close partnership with Product Management.
- Facilitated cross-functional workshops and technical discussions, aligning product, engineering, data, operations, leadership, and customer-facing teams around problems and solution direction.
- Applied systems thinking and information architecture to simplify data-intensive experiences across reporting, analytics, EDI, and internal enterprise platforms.
- Used AI-assisted prototyping and self-directed technical exploration to validate ideas quickly, refine concepts, and improve alignment before implementation.
- Strengthened UX maturity through customer advocacy, evidence-based decision-making, early design involvement, and influence without formal authority.

Other Earlier Roles

Paytm: Senior UX Designer, Travel Booking

June 2017-August 2026

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EY: Creative Designer

Oct 2011 – Feb 2013

- Created digital-publishing, internal-communication, print, and digital-media assets aligned with organizational brand standards.
- Conducted brand-quality reviews to maintain visual consistency, accuracy, and adherence to established guidelines.
- Built strong foundations in visual communication, information hierarchy, quality assurance, and stakeholder collaboration.

Primemove Technologies: Creative Designer

October 2009-September 2011

- Designed websites, logos, print collateral, and digital-marketing materials for varied client requirements.
- Translated approved web designs into HTML-based experiences while applying typography, branding, layout, and visual-hierarchy principles.
- Collaborated directly with stakeholders to understand requirements, present design concepts, and refine solutions through feedback.

Education

2006-2009

Graduation in Design and Animation in Mahatma Gandhi University

Web Design, Graphic Design, Information Architecture, Wireframing and Prototyping,