Bansi Mehta

Founder & CEO, Koru UX Design

Bansi Mehta is the founder and CEO of Koru UX Design, an award-winning agency specializing in complex medical software and healthcare apps. Since founding Koru in 2011, she has expanded the team to over 45 designers and led more than 1,500 healthcare UX projects for both startups and industry leaders.

Koru bridges complex business needs with user-centric design, pushing the boundaries at the intersection of design and technology to improve lives — quite literally.

Bansi is a thoughtful commentator on AI's transformation of design, software development, and user experiences, exploring its impact on teams, processes, and how users interact with technology.

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Focus Areas

❤️ UX for Healthcare	👩‍💻 Women In Tech	✨ AI In UX Design

🤝 Human-Centric AI	👥 Design Leadership & Team Building	

Key Speaking Topics

Navigating the Complexities of Healthcare UX

What does it take to design effective medical software and apps in today's healthcare landscape? The unique challenges of compliance, market incentives, and the evolving tech culture.

The AI Evolution in Design

How is AI really changing design and development? How AI is transforming teams, processes, and user experiences, and what this means for the future of UX jobs and the design workforce.

AI's Role in Shaping User Experiences

AI is quietly influencing how we interact with technology—especially in healthcare. The subtle yet powerful ways AI is reshaping user behavior and what this means for the future of design.

Women in UX: A Personal Perspective

Bansi shares her journey as a woman in tech, offering insights into the challenges and opportunities for women. What does the path forward look like, and how can we navigate it?

The Future of UX

What's next for enterprise UX design in the era of wearables, AI, VR, and AR? The future of user experiences across these emerging technologies and how they'll redefine the way we live and work.

Enhancing Design Teams with AI

How can AI empower design teams to work smarter and innovate faster? Practical impacts of AI on collaboration, iteration, and the design process in complex environments.

HealthTech Startups

How can startups find product-market fit, secure partnerships, and funding, and outmaneuver larger, better-funded tech giants? How small teams can punch above their weight in a competitive healthtech space.

Sample Interview Questions

○ Why has healthcare and medical software historically had such a poor reputation for UX and usability? Is that changing, and if so, why?

○ How can founders or product teams quantify the true value of UX, particularly in the healthcare sector?

○ What do you see as the greatest challenges for organizations looking to build high-performing design teams? How does this change as organizations grow?

○ What advice do you have for aspiring designers, and what would you tell yourself if you were starting over today?

○ Do you see AI as a threat to traditional UX agencies, and how is Koru adapting to this shift?

○ What are the biggest barriers and opportunities for healthtech companies interested in incorporating AI?

○ Describe your journey as a woman in tech. What can others do to support and encourage women in UX and health tech?

○ How can UX design help healthtech companies build trust with users, especially in areas like patient data and compliance?

○ What are some key lessons you've learned from leading over 1,500 healthcare UX projects, and what's the most overlooked aspect of UX design in this field?

○ How has Koru UX Design's mission to push the boundaries at the intersection of design and technology influenced your approach to healthcare UX?

Promotional Strategy

☑ **LinkedIn Audience:** Bansi will share the podcast with 59K followers.

☑ **Monthly Newsletter:** The podcast will be included in Koru's newsletter, reaching thousands of subscribers monthly.

☑ **Paid Sponsorship:** Amplify the podcast's reach through LinkedIn Thought Leader Ads from Bansi's personal LinkedIn profile, for greater engagement and visibility.