

Digvijay Sunil Shelar

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Product Designer (UI/UX) designing app, dashboard and physical-digital experiences. Translates user insights and business needs into clear flows, high-fidelity interfaces and functional prototypes, balancing usability with engaging interactions.

Experience

Product Design Intern, HDFC Bank

May 2026 - Jul 2026

- Proposed a **tabbed Overview** for **MyCards**, HDFC Bank's platform for **90M+ cards**, bringing transactions, EMIs and subscriptions onto the home screen. The proposed flow reduced taps to recent spends from **2 to 0** and to EMIs from **3 to 1**.
- Audited the app's **information architecture**, benchmarked 6 card apps through **competitive analysis** and analysed cardholder complaints on Reddit, defining **3 core usability problems** to guide the redesign.
- Designed **empty, partial and edge-case states**, checked against **RBI e-mandate rules** and card EMI terms, and kept home-screen data loads small by moving reference details to tap-in pages.
- Researched **AI and agentic workflows** for building **design systems**, prototyping UI components with Claude.

Skills

- Design:** Interaction Design, Information Architecture, User Flows, Wireframing, High-Fidelity Visual Design, Functional Prototyping, Design Systems
- Research:** User Research, Usability Testing, Competitive Analysis, Problem Framing, Journey Mapping, Systems Thinking
- Collaboration:** Stakeholder Communication, Storytelling, Design Documentation, Agile Methodologies
- Tools:** Figma, FigJam, Framer, Jitter, LottieFiles, Mobbin, Claude, Codex

Projects

- Race It Home** - Designed an **immersive commerce concept** for Hot Wheels in Blinkit, connecting product discovery, playful interactions and earned discounts to a direct purchase flow, with **engagement and conversion** as design goals.
- Sync** - Designed a workplace booking app concept from **journey mapping to high-fidelity UI** and an interactive prototype, coordinating desks, rooms and parking with clear confirmations and recovery flows to support efficient resource use.
- Breezy** - Designed a **physical-digital interaction prototype** for children aged 5–10, turning breath into playful on-screen feedback. Refined calibration through team testing to balance **emotional engagement and functional control**.
- Svaroots** - Designed an **operations dashboard prototype** in Figma, translating a modular sneaker business model into **information architecture and data visualisation** that connect inventory insights to fulfilment and stock decisions.

Education

- Master of Design - User Experience Design - CGPA: 8.35

MIT Institute of Design, Pune

2025 - 2027
- Bachelor of Computer Applications - CGPA: 8.25

Bhavan's Vivekananda College, Hyderabad

2021 - 2024

Certifications and Programs

- LottieFiles for Figma - LottieFiles

Aug 2025

GitHub Foundations - GitHub

Jun 2024

Microsoft Learn Student Ambassador - Microsoft

Dec 2023