Ishu Kardam

Product Designer

Portfolio
LinkedIn
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Education

IDC School of Design, IIT Bombay
Master of Design

Faculty of Architecture, Lucknow
Bachelor of Architecture

Skills

RESEARCH AND ANALYTICS
User Research, Google Analytics, Microsoft Clarity, Quantitative & Qualitative research

STRATEGY AND LEADERSHIP
Stakeholder Management, Product Vision, Cross-functional Collaboration, Mentoring, Design Reviews

PRODUCT DESIGN
Product Strategy, UX Design, Interaction Design, Information Architecture, Design Systems, Accessibility

PROTOTYPING AI & EMERGING TECHNOLOGIES
AI-assisted Workflows, Conversational AI, AI Copilot, Claude Code, Adobe Firefly

DESIGN AND PROTOTYPE
Figma, Framer, Adobe Creative Suite, HTML, CSS, Vercel

Certifications

AI For Everyone
DeepLearning.AI

Introduction to Generative AI
Google Cloud

Experience

ICICI Lombard — Assoc. Lead Product Designer
August 2024 - Present

- Led the design of an AI-powered CRM experience that combined contextual guidance, lead intelligence, and call insights into a single workflow, reducing projected agent preparation time by 65%.
- Built a no-code product confi gurator for insurance partner onboarding with white-labelling, live preview, and guided setup, reducing engineering dependency and enabling product launches 3× faster.
- Reimagined the IL TakeCare mobile app identity as part of a larger product refresh, contributing to a 22% increase in app downloads.

Jio Platforms Limited | Product Designer
July 2019 - August 2024

- Partnered with cross-functional teams to redefi ne product KPIs for Jio.com, contributing to a 25% improvement across key business metrics.
- Shipped more than fi ve digital products across web and mobile experiences serving 15K+ daily active users.
- Designed the JioBusiness enterprise product catalogue for SMEs, attracting 7K+ monthly visitors and improving product discovery.
- Led the end-to-end onboarding experience for the JPW mobile application, integrating DigiLocker into the workfl ow and creating a solution later adopted across major Jio retail businesses.
- Built reusable UX frameworks and templates that reduced cross-team design effort by 30%, improving consistency and accelerating future releases.

Echostream Design | Design Intern
May 2018 - June 2018

- Conducted market and brand research that informed the positioning of a premium Ahimsa silk brand.
- Created brand identities, visual systems, and marketing collateral for multiple client engagements.