

Devesh Shirsath

UX Designer / Product Designer / Interaction Designer

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Outcome driven Product Designer with **3 years of experience** designing **user-centric experiences** for **B2B and consumer-facing products**. Proven ability to **own design initiatives**, **collaborate effectively with cross-functional teams**, and build and maintain robust **design systems**.

WORK EXPERIENCE

Product Designer | [APLwiz](#)

Bengaluru | Oct 2024 - Present

- Established robust handoff and signoff practices to ensure design consistency to improve product quality.
- Owned key product features from requirement to production.
- Owned design of a white-labelled developer portal tool as a step towards **Product Led Growth**.
- Audited existing components to identify patterns and improve **design system** efficiency.
- Optimized color, typography, and spatial systems for a more modular and scalable design framework.

Product Designer | [Omniful](#)

Gurugram | Sept 2023 - Oct 2024

- Conducted remote interviews with warehouse operators in Saudi Arabia to analyze their workflows. Tested prototypes and obtained feedback and validation for web dashboard and mobile application flows.
- Enhanced **accessibility** and **usability** of **design system** components by ensuring compatibility with **scannable and keyboard-interactable** features.
- Strengthening organizationwide handoff practices by providing developers with comprehensive training.
- Conducted the comprehensive **audit** of a **component evaluating usability, functionality, and accessibility** features to **optimize user experiences and ensure consistency across the platform**.

Product Design Intern | [Bik.ai](#)

Bengaluru | Jan 2023 - April 2023

- Redesigned primary and secondary **navigation** across the platform, covering all critical use cases. Improved the interaction experience, incorporated **logical grouping** of features, redesigned **iconography** and **UX copy**.
- Expanded **design system** by building more modular components from scratch.

Product Design Intern | [Newton School](#)

Bengaluru | Aug 2022 - Nov 2022

- Owned a feature design end to end. Performed **user research** by conducting **user calls** to gather insights and ensure the end designs reflected user feedback.
- Impact - **12% increase** in student-mentor sessions every week. **26% increase** in target settings.
- Expanded the **design system** by building new UI components consistent with the existing design language. Ensured that the newly crafted components were seamlessly integrated into the overall system.

Product Design Intern | [Quantive \(formerly Cliff.ai\)](#)

Indore | Jun 2021 - Jun 2022

- Enhanced data visualization practices on the dashboard page to increase more scannability.
- Improved design handoff practices by changing a UI library into a scalable **design system** from scratch.
- Optimized design of landing page moderndatastacks.xyz. Increased user **retention** to **60K+ users in 12 months**.
- Creating an onboarding flow for a community-centered approach. It turned out to be the **#3 product** of the day and **#4 product** of the week on ProductHunt.

SKILLS

Research & Design: User-centered design, problem-solving, user research and analysis, competitive analysis, heuristic evaluation, user persona, user flow, information architecture, HTML, CSS, wireframing, rapid prototyping, user experience design, and interaction design. **Tools:** Figma, Framer, Miro, Jira. **Soft Skills:** Communication, cross-functional team collaboration, presentation, adaptability, attention to detail, and management.

EDUCATION

MTech in Information Technology

May 2018 - MAY 2023

Devi Ahilya Vishwavidhyalaya | 8.56 GPA