

ATHARVA PARDESHI

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EXPERIENCE

KORN FERRY DIGITAL

Dec 2021 - Apr 2025

Product Designer | Bangalore

- Improved Korn Ferry One's assessment experience in Figma and consolidated several tools into one streamlined and user-friendly interface, which fostered improved clarity and confidence, and gained an 85% adoption rate.
- Created control for users over their professional development by consolidating and streamlining complex assessment tasks into one unified dashboard with clear progress indicators and deadlines.
- Integrated 360° feedback functionality into the platform and built a scalable design framework which reduced user time of moving to another platform.

HARISSONS BAGS PVT. LTD

Dec 2020 – June 2021

Product Designer (Internship) | Mumbai

- Buddito, a multifunctional diaper bag, was designed through user research, which focuses on simplifying parenting on a daily basis through thoughtful designs.
- Worked with manufacturing teams for effective design production, considering user material comfort and economical design.
- Contributed to new product lines for corporate and laptop bags, enhancing usability and strengthening product appeal across key market segments.

TOUCHMAGIX MEDIA PVT. LTD

May 2020 – Aug 2020

Product Designer (Internship) | Pune

- Developed over 15 arcade games from concept to execution, combining visual storytelling and engaging interactions for an immersive user experience.
- Worked alongside motion engineers and hardware engineers to incorporate interactive digital game and physical game plays.
- Delivered a visually appealing and engaging arcade games that elevated user experience.

MATRIX CONSULTING

May 2018 – June 2018

Brand Designer (Internship) | Pune

- I built the brand identity for "SPACERS," a co-working space, focusing on a whole visual language that combines collaboration with a modern touch.
- I created marketing materials and digital assets, ensuring a consistent look and feel across all platforms.
- Strengthened the brand's recognition and presence through a unified, impactful brand language that reflected its core values.

EDUCATION

Avantika University (Bachelor of Design)

Ujjain, MP | 2017 – 2021

SVPT (HSC)

Mumbai | 2015 – 2017

NES (SSC)

Mumbai | 2014 – 2015

KEY SKILLS

Design Tools: Figma, Framer, Adobe XD, Illustrator, Photoshop, Fusion 360, KeyShot, Affinity Designer

Research & Testing: User Interviews, Usability Studies, Journey Mapping, A/B Testing, Information Architecture

Design & Strategy: Product Thinking, Visual Hierarchy, Wireframing, Interaction Design, Prototyping

Collaboration: Agile Workflows, Jira, Cross-Functional Alignment, Design feedback

ACHIEVEMENTS & INTERESTS

Achievements: Lexus Design Award India (2020, 2022), NASSCOM Design4India Award (2019), Scrap Art Competition – 2nd Prize (2018), Certified Tabla Player (Madhyama Purna), Tennis UTR Rank 5.42 (2024)

Interests: Design innovation, travel, music, photography, and interdisciplinary creativity.