

Arpita Dhir

Product Design Lead • Dubai. UAE

Contact

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[LinkedIn](#) • [X](#)

8+ years designing products end-to-end — across AI features, high-stakes workflows, and 0 → 1 builds. I partner cross-functionally to align stakeholders, shape roadmaps, and build systems that scale.

Experience

Product Design Lead • ADPList

Remote • OCT 2021 – SEP 2025

- ◆ Led 0→1 design across core mentorship journeys, driving a 3× increase in monthly bookings and 75% user retention
- ◆ Drove design across 40+ initiatives at pace, directly influencing roadmap priorities for a platform of 30K mentors and 150K members
- ◆ Built a 25+ component design system, cutting handoff time to ~2 hours on complex projects and near-eliminating design-engineering back and forth
- ◆ Owned product definition, prioritisation, success metrics, and rollout planning across multiple initiatives — operating at the intersection of design and product management

Multidisciplinary Designer • Growth School

Remote • NOV 2020 – APR 2021

- ◆ Owned 0→1 design across product UX, brand identity, and social media, building the initial product, logo, and assets
- ◆ Partnered directly with the founder to translate vision into product direction, by shaping decisions from the ground up
- ◆ Designed the end-to-end curriculum for a 12-week UX Design program, including structured workbooks and learning flows, enabling consistent delivery across cohorts

Product Designer • Headout

Bangalore, IN • MAR 2020 – FEB 2021

- ◆ Built a modular content framework powering city-specific travel blogs and improving production speed by 40% while maintaining SEO and brand consistency across regions
- ◆ Built a standardised visual system across banners, layout components, and patterns, establishing a scalable foundation for the design team

Skillset

Tools & Languages

- ◆ Figma, Sketch, Principle, Framer, InVision
- ◆ Amplitude, Mixpanel
- ◆ Notion, Microsoft, Linear, JIRA
- ◆ Adobe CC (PS, AI, AE, XD)
- ◆ HTML/CSS

Capabilities

- ◆ 0→1 Product Design
- ◆ Gen AI & Automation
- ◆ User Research & Testing
- ◆ Information Architecture
- ◆ Wire-framing &
- ◆ Prototyping
- ◆ Design Systems Architecture
- ◆ Interaction Design
- ◆ Accessibility & Inclusivity
- ◆ Agile Product Management
- ◆ Mentorship & Coaching

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Experience (Cont.)

Product Designer • Independent

Bangalore, IN • JAN 2020 - SEP 2021

◆ @Commudle

Designed and shipped a scalable design system that improved UI consistency across the platform and reduced developer handoff time by ~30%, supporting a growing community product

◆ @AutoVRse

Designed interaction flows for XR enterprise experiences, helping teams prototype faster and translate complex spatial concepts into usable, real-time interfaces

◆ @Krafting Networks

Delivered cross-platform visual systems across digital and product surfaces, increasing engagement and improving alignment between brand intent and user expectations for multiple client brands

Lead Designer • Ola

Bangalore, IN • AUG 2018 - JAN 2020

- ◆ Owned brand identity and digital design across 50+ touchpoints for Ola's food division, building scalable visual systems from scratch across four sub-brands
- ◆ Art-directed campaigns driving a 2× increase in social engagement, while managing a 3-person creative team across quality standards and delivery

[View 3+ positions \[2016-2018\]](#)

Mentorship Impact

ADPList 2021 - Present

17K+ Minutes across 300+ learners

10K Designers 2021 - 2024

4 Cohorts & 4 Industry Projects across 50+ learners

NextLeap 2021 - 2023

5 Cohorts & 6 Evaluations across 80+ learners

Growth School 2020 - 2021

4 Cohorts + Weekly Sessions across 200+ learners

Recommendations

- ◆ "Her standout traits is her relentless commitment to continued improvement. She often stepped into PM-like responsibilities..." – [Felix Lee, CEO, ADPList](#)
- ◆ "Arpita is not just a design lead; she's a visionary who contributes significantly to our team's culture and success." – [James Baduor, Head of Design, Mintlify](#)
- ◆ "Glue of the team. Strategic, fast, and user-obsessed." – [Lizzie LaCour, SEMRush](#)
- ◆ "Thrives in ambiguity and drives clarity across 0→1 design." – [Francis Foo, CBO, ADPList](#)
- ◆ "Brings joy, structure, and strategy to everything she touches." – [Katherine Chiu, Adobe](#)