Hardik Agarwal

Product Designer

Product Designer with **5+ years** across AI, platform and consumer products. Rated **Outstanding** at Microsoft, where I lifted Store developer onboarding from 40% to 73% and cut it from ~15 days to ~1 day. Designs end-to-end and prototypes in code with AI.

Portfolio | madebyhardik@gmail.com | LinkedIn | +91-9205538968

Experience

UX Designer

Microsoft

Mar 2025 - Present

- Redesigned Microsoft Store company account onboarding as sole designer — lifted success **40% → 73%**, cut onboarding **~15 days → ~1 day**, scaling to 240+ companies across 50 countries.
- Led design for the Trusted Developer Program pilot with Microsoft PC Manager (20 apps, **313K+ trust dialog views**) and developer identity verification concepts, grounded in research with 100+ participants.
- Raised craft in Windows Hello and passkeys — triaged 30+ usability issues, contributing to 20% fewer craft bugs, System Usability Scale **79.5 → 83.2**, and a 12% lift in biometric enrollment.
- Standardized Copilot Sports answer cards — the AI result surface for cricket, tennis, Motorsports and American football — into a reusable schema enabling 4 new sports per cycle.
- Drove AI-assisted design practice — Claude Code and Figma MCP workflows, design-to-code prototyping, and agentic prototypes demoed to 30+ stakeholders.

Senior Associate UX Designer

Microsoft X TechMahindra

Feb 2023 - Jan 2025

- Designed search answer modules for Bing Search, serving **1M+ user queries monthly**.
- Optimised Bing Travel across flights, destinations, hotels and car rentals — 20% improvement in booking success.
- Led user research and usability testing that raised post-interaction satisfaction scores 45%.
- Contributed core components to the Bing design system, used across 5+ major products, and cut design signoff turnaround 40%.
- Revamped an SMS Organizer app, increasing user engagement 30%.

Visual Designer

Playshifu

May 2021 - Jan 2023

- Launched 6+ AR STEM games for children aged 6–12, lifting educational engagement 40%.
- Led the 3D avatar team from concept art to app integration — swappable avatar system improved resource reuse 20% and enabled customisation for **10,000+ users**.
- Converted traditional HUD UI to diegetic (world-space) UI for VR, raising interaction rates 35%.

Skills

Design

User-Centered Design · Interaction Design · Design Systems · Information Architecture · Prototyping · Accessibility

AI & Prototyping

Claude Code · GitHub Copilot · Figma MCP · Figma Make · VS Code · Design-to-Code · Agentic Prototyping

Tools & Research

Figma · Adobe Creative Cloud · After Effects · Sketch · Framer · Miro · Lottie · HTML/CSS/JavaScript · User Research · Usability Testing · A/B Testing

Achievements

"Outstanding" performance rating

Microsoft

FY 2026

First runner up in user interface design category

Pune Design Festival 2020 by ADI

Jan 2020

Pearl Excellence Award winner

Pearl Academy

2019

Education

Masters of Design in User Experience Design with AI

O P Jindal University

Sep 2024 - Sep 2025

Bachelors of Design in communication Design

Pearl Academy

Jul 2017 - Jul 2021

Bachelor of Arts in English

IGNOU

Jul 2019 - Jul 2023