

Aaditya Ailawadhi

aaditya.design | aadityaitek@gmail.com

Amazon

Product Designer / 2022 — Present

- Design owner for Amazon Business Cart & Checkout (Desktop and mobile). Built 0→1 experiences to meet the complex needs of individual buyers (collaboration with Amazon retail), SMBs, multinational enterprises, and government customers. Proposed and drove an org-wide vision to scale a new cart and checkout experience, reducing checkout time, minimizing errors, and streamlining navigation. Led alignment across 23 teams implementing new checkout redesign, contributing to \$200M+ in operational revenue uplift.
- Led design for Business Analytics. Used by millions of customers to track annual spend, view and manipulate reports and visualized data, create and track agreements and performance.
- Led the design effort to launch the defaulting experience on Invoice by Amazon (IBA) to all EU customers. IBA is invoicing functionality that allows EU (small to multinational \$250MM+ per year) businesses to buy and sell on Amazon. Without IBA, doing business on Amazon is a non-starter for most businesses in the EU. Drove \$1.04B+ in operational revenue uplift via successful EU-wide implementation.
- Oversaw the work of 4 designers. Hired, onboarded, and mentored 1 design contractor. Maintain routine design mentorship in and outside of work. Participate in routine design talent reviews and hiring.

CommonStock

Product Designer / 2022

- Responsible for feature design direction from ideation, design, and testing to engineer handoff.
- Designed and shipped ground-up sharing flow resulting in increased organic growth by way of users sharing content off the platform.
- Worked closely with PM partners and engineering to build a new, improved onboarding experience as well as a content composer experience to bolster MAU growth and content generation growth.
- Laid off as part of company-wide layoff in 2022

Unqork

Product Designer / 2021 — 2022

- Worked closely with a cross functional research and design team to design and ship canvas and component designs to bring Unqork's value to users in a more accessible way.
- Increased content rehydration by way of substantially improving base canvas affordances and information displayed on the canvas.
- Contributed to expanding Unqork's new design system, and implemented it across a range of components and configuration experiences.

Microsoft

Product Designer / 2019 — 2021

- Worked on the Edge incubation team to lead feature development around Safety & Security Productivity, Collaboration and more.
- Designed and shipped meaningful security features in the browser alongside cross functional privacy and security teams resulting in less malicious content interacted with by users.
- Co-led a collaboration effort between Microsoft Office and Microsoft Edge to design and ship better collaboration experiences resulting in higher conversions of Microsoft accounts created and a measurably better productivity and collaboration experience for users.

Rhode Island School of Design

BFA Industrial Design

Massachusetts Institute of Technology

Product Design & Development

Brown University

Topics in CS, UI & UX Design