

Aditi Garg

UI/UX | PRODUCT DESIGNER

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User Experience Designer — Deloitte

July 2022 - Present

- Designed a filtering system and intuitive navigation for client stories' web interface. Performed user testing and multiple sprints to test assumptions and concepts.
- Partnered with UX researcher to analyze insight, prioritize UX-driven improvements, and re-designed Credit Tax Web application. Optimized the interface, framework, and AI support to improve the time spent on user communication and overall completion of the activity.

Product Designer — Indo Svelte

July 2021 - Present

- Deployed an e-commerce business targeting a \$500M women's apparel market with a Drop-Ship model through the Shopify platform and led Activities including business model design, user research, social media marketing, search engine optimization (SEO), and content management systems (CMS)
- Designed Brand Identity, Design System, Information Architecture, and Responsive Website Design.

UI/UX Design — Buy Mobile App

Jan - Feb 2021

- Designed a gadget rental mobile app using the GV Design Sprint approach. As part of the development process, created empathy maps, personas, affinity maps, user flows, sitemaps, sketches, wireframes, and prototypes.

Product Development Manager — VCNY Home, NJ

Feb 2017- Mar 2020

- Managed Creative strategy and collaborated with cross-functional teams of design, sales, merchandising, and sourcing to ensure the product is executed as per client expectations
- Identified market gaps as well as opportunities for improvement by understanding User Needs, Trend Forecasts, Market research, Competitor Analysis, and Sales report

PAST EXPERIENCE

Freelance Graphic Designer

2016-2017

- Glitch Media - Designed social media advertising campaigns and developed 50+ graphic design projects (logos, brochures, advertisements, infographics) that increased client transactions by 5%
- Swoogle Inc. - Created 200+ Infographics for Board presentations, as well as concepts and sample layouts for social media

Senior Designer — Casa Paradox

2014-2016

- Led a design team while developing soft home products. Also, crafted a new brand identity for a sub-brand and designed packaging, marketing materials, etc.

Textile Designer — Centex International

2012-2014

- Created seasonal trend boards and designed collections of scarves by working in cross-functional teams including Development, Production, and Sales

EDUCATION

Interaction Design Foundation - Oct - Jan 2021

Human Computer Interaction

Springboard - April - Sep 2020

UX Design

National Institute of Fashion Technology, India - Aug 2008 - May 2013

Bachelors of Design

SKILLS

Design

User Research
Design Thinking
Information Architecture
Persona
Storyboarding
Wire-framing
Responsive Design
Interaction Design
Rapid Prototyping
Usability Testing

Tools

Figma
Sketch
InVision
Balsamiq
Miro
Adobe Creative Suite
Google Analytics
Shopify