



# Aditi Garg

PRODUCT DESIGNER

With over a decade of experience in design, I bring a unique blend of creativity, technical expertise, and strategic thinking to every project. With a focus on problem solving and an action-oriented approach, I've led cross-functional teams to deliver high-impact global projects that meet user needs and drive business objectives. Adept at incorporating systems and design thinking into cohesive product designs, I am proficient in using design tools and methodologies to create detailed wireframes, prototypes, and interactive designs.

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## Senior User Experience Designer, Deloitte

July 2022 - Present

- **Boosted user engagement by 20%** through iterative design sprints, enhancing global web pages with filtering systems, intuitive navigation, and AI features.
- **Reduced user communication time by 30% and increased task completion rates by 25%** by redesigning the dashboard, fixing communication issues, and enhancing the overall user experience for a finance web app.
- **Reduced bounce rates by 10%** for the Deloitte Foundation microsite by employing data-driven design strategies.
- **Secured a 40% increase in stakeholder buy-in** for user-centered design changes by **advocating for users**.
- **Streamlined UX processes and improved communication** between teams and stakeholders across the firm.
- **Mentored a team of three**, overseeing workflows, conducting design workshops, and managing design systems to ensure accessibility and inclusive design.

## Product Designer, Indo Svelte

July 2021 - Dec 2022

- **Achieved a 60% growth in customer acquisition** by launching an e-commerce platform for a women's apparel brand, overseeing operations from strategic business model development to user-centered research, digital marketing, and SEO.
- **Delivered a seamless and visually compelling online shopping experience** by conceptualizing brand identity, design system, and Shopify website.
- **Increased customer satisfaction by 20%** through primary and secondary research, informing the UX strategy.
- **Facilitated client workshops to capture requirements and feedback**, aligning deliverables with strategic business objectives.

## UX/UI Designer, YBuy Mobile App

Jan 2021 - Feb 2021

- **Led UX design for a gadget rental app**, conducting comprehensive UX research and achieving a 25% improvement in usability scores.
- **Presented design concepts and proposals to stakeholders**, actively incorporating their feedback to refine final designs.

## Product Development Manager, VCNY Home

Feb 2017 - Mar 2020

- **Enhanced product quality and increased sales** by leading the creative direction and leveraging data-driven insights.
- **Analyzed user needs and market trends**, resulting in a 15% increase in product satisfaction.
- **Managed a 5-member cross-functional team** spanning design, production, marketing, and support, leading ideation sessions and collaborating with six sales partners to successfully launch seasonal home collections.

## EDUCATION

**Bachelor of Design in Textile Design** • National Institute of Fashion Technology, New Delhi • 2013  
**Certifications:** User Experience Design (Springboard), Human Computer Interaction Design (IDF)

## SKILLS

**Design Tools:** Figma, Adobe CS Suite (Photoshop, Illustrator, XD), Sketch, InVision, Usability Testing, A/B Testing, Google Analytic, Adobe Experience Cloud

**Areas of Expertise:** Information Architecture, Interaction Design, Wireframing, Prototyping, Design Systems, Accessibility, Digital Marketing, SEO, Roadmaps, User Journey, and Storyboarding.

## INTERESTS

Painting • Gardening • Home Decor • Video Games • Stargazing