

# ADITYA PAWAR

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**Senior Product Designer** with **10+ years** of experience creating user-centered digital products that drive business growth. My expertise spans various domains, including **Fintech, Media, and Supply Chain & Logistics**, with a strong focus on **B2B and SaaS platforms**.

I specialize in **end-to-end product design, user research, and UX strategy**, leveraging data to solve complex user problems. I have a proven track record of delivering measurable improvements in user engagement and business metrics, and I have hands-on experience designing for **AI/ML and conversational UI** applications. I also have a strong background in contributing to **scalable design system** initiatives.

## Work Experience

NOV 2021 – PRESENT

**Senior UX Designer | HSBC Bank | Pune, India**

- Designed comprehensive HSBC products serving 30+ global markets, focusing on user journey optimization and conversion improvements
- Led user research and usability testing to identify pain points and validate design solutions across diverse user segments.
- Delivered end-to-end product experience from concept to launch, collaborating with product managers and engineering teams.
- Contributed to HSBC Design System evolution ensuring consistency across global product teams while maintaining design quality
- Established UX standards and processes that improved design quality and reduced time to market for new features

MAY 2020 – OCT 2021

**Senior UX Analyst | Cybage Software Pvt Ltd | Pune, India**

- Redesigned the Place Exchange DOOH platform end-to-end, resulting in +36% user growth, +28% user sessions, and -22% bounce rate
- Created intuitive user experience through iterative prototyping and validation with real users.
- Developed scalable design patterns for the platform while focusing primarily on user experience improvements.
- Applied user research, ideation, and prototyping in close collaboration with product and engineering using agile methodologies to deliver impactful solutions.

MAY 2018 – APR 2020

**UX Analyst | Cybage Software Pvt Ltd | Pune, India**

- Designed AI/ML-powered SaaS products like Decision Mines, Model Builder, and Action Studio for enterprise.
- Improved workflow creation speed by 50% and reduced user errors through targeted UX strategies.
- Led research, usability testing, and agile UX practices across diverse domains.

MAY 2016 – APR 2018

**Senior UX Designer | Cybage Software Pvt Ltd | Pune, India**

- Delivered impactful web and mobile products for clients like Wabco (Traxee App), Onkyo, and Zipgo.
- Led workshops, created user journeys, wireframes, and validated designs via expert reviews.
- Translated complex requirements into seamless user experiences.

## Skills

UX and Product Design • User Research • Usability Testing • UX strategy • Information Architecture • Design System • Design Thinking • Accessibility • Cross-functional collaboration • Agile methodologies • Workshop facilitation • Customer centric mindset • Communication and presentation • Data-driven design decisions

## Education

APR 2015

**Master in Product Design | MIT ADT University | Pune, India**

JUN 2011

**Bachelor of Mechanical Engineering | Shivaji University | Kolhapur, India**

## Awards

**Best telematics app| Traxee (Wabco Transics) | Netherland**

Recognized at the German Telematics Awards for delivering an exceptional UX in trailer telematics through the Tracee app.

**Unique product concept | HSBC design hackathon | UK**

Awarded for proposing a standout product idea during HSBC's internal design hackathon, showcasing innovation and user-centric thinking.

## Certification

JUN 2024

**UX strategy | NN/G certification**

FEB 2022

**Customer lead change design thinking | Stanford university - HSBC**

APR 2020

**Enterprise design thinking | IBM**

## Tools

Figma • Sketch • Webflow • User testing • Miro • Adobe photoshop • Adobe illustrator • Microsoft suite • Google suite • Confluence • Jira • Monday