

# ADITYA SALUNKHE

Product Designer

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## EXPERIENCE

### CleverTap · Senior Product Designer

Dec 2022 - Present · Mumbai · Full-time

- Leading the designs for AI-driven features at CleverTap, starting with **Predictions**, to improve predictive analytics capabilities.
- Initiated the redesign of the **Analytics**, focusing on improving data visualization and UX by prioritizing an easy-to-use, scalable experience.
- Designed the updated **Segmentation** features, improving usability and ensuring a tighter alignment with design specs and user needs.
- Organized workshops, mentored designers, facilitated design critiques and contributed to the CleverTap's latest Design System.

### Sprinklr · Product Designer

Jan 2022 - Dec 2022 · Gurugram · Full-time

- Led the redesign of **Filters** and the introduction of a **Compact Mode**, enhancing the global dashboard experience and boosting user engagement.
- Played a key role to design the AI-powered Unified Agent Desktop, enhancing customer interaction and **Live Chat** capabilities.
- Designed user experiences that streamlined complex data into actionable insights and fortified Sprinklr's Design System.

### TCS Interactive · User Experience Designer

Nov 2020 - Jan 2022 · Mumbai · Full-time

- Built bespoke design solutions for GlaxoSmithKline, in the Life Sciences and Healthcare domain, empowering over 12,000 R&D staff and 270 million lives.
- Spearheaded the integration of **UX frameworks** and **design standards**, uplifting design consistency and fostering a user-centered culture globally.
- Conducted workshops and prototype testing sessions, driving design improvements and ensuring alignment with user needs.

### MIT Institute of Design · Guest Faculty

Sep 2020 - Present · Remote · Part-time

Mentoring Masters of Design students in '**Design Fundamentals**', including Design Thinking, Semiotics, Gestalt, and inclusive design practices.

### Microsoft India R&D · UX Design Intern

Jan 2020 - Jul 2020 · Hyderabad · Internship

Collaborated with the OneDrive and SharePoint team to design a mobile solution that utilized the camera to **capture content** into a List.

### Rebel Foods (Formerly Faasos) · Design Intern

May 2019 - Jul 2019 · Mumbai · Internship

### Ethinos Digital Marketing · Graphic Designer & Visualiser

Nov 2017 - Jun 2018 · Mumbai · Full-time

### Freelance · Graphic Designer

Oct 2016 - Oct 2017 · Remote · Self-employed

## CORE

Exploration

Leadership

Storytelling

Technology

## EXPERTISE

### Skills

Art Direction

Design Management

Design Thinking

Interaction Design

Product Design

Project Management

Prototyping

Service Design

User Experience Design

User Research

Visual Design

### Tools

Adobe Illustrator

Adobe Photoshop

Figma

GPT Tools

Sketch

## EDUCATION

### Master of Design, Design Management

MIT Institute of Design, Pune  
Jul 2018 - Jul 2020

### BTEC Level 5 HND Diploma, Graphic Design

Pearson College, London  
Jul 2014 - Aug 2017

### Bachelor of Science, Multimedia & Animation

BD Somani Institute, Mumbai  
Jul 2014 - Aug 2017