

# Aadesh M Govenkar

## Senior UX & Product Designer

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 India

As Senior UX & Product Designer I specialise in delivering end-to-end, user-centred solutions from research to launch.

I transform complex challenges into intuitive digital experiences designed for both user delight and measurable business impact.

## EDUCATION

**MIT Institute Of Design, Pune** / 2021 – 2022

PG Diploma in Design and Innovation (CGPA 8.90 / 10.00)

Major – User centred Design & Innovation 4.0

**Goa College Of Fine Art** / 2016 – 2020

Bachelor's in Fine Arts- Applied Art (CGPA 8.0 / 10.00)

Majors- Graphic & Visual Design Communication

## WORK EXPERIENCE

**Publicis Groupe** / Senior UX Designer (UX & UI) / Jun 2025 – Current

- Lead end-to-end UX projects, from research and UX Design strategy
- Translate user insights into engaging digital experiences and high-fidelity prototypes.
- Drive design execution, ensuring solutions are user-centered, accessible, and meet objectives.
- Conduct iterative usability testing to optimize user flows and enhance satisfaction.
- Mentor junior UX Designers, increasing team proficiency across the UX lifecycle.
- Align design solutions with client business objectives and core user needs.

**Google Cloud Security** / Partner : Product & UX Design consultant/ Jan 2024 – May 2025

Contracted as Product & UX Design Consultant, I was brought in for a 1.5-year engagement to serve a strategic digital transformation product initiative & collaboration between Google Cloud Security and Baker Hughes.

- Led strategic UX Design for a major IoT-based Maintenance system, driving the end-to-end user experience from concept to high-fidelity prototypes.
- Spearheaded UX design for a cutting-edge IoT product in the Energy & Renewables sector, setting the design vision and standards.
- Optimised a user-centric ticketing system, resulting in a quantifiable efficiency boost of 45% and reducing average resolution time by 30%.

**YUJ Design Studio** / UX Design Consultant / Jul 2022 – Mar 2024

Key UX Design Projects Contributions

- **Hero MotoCorp's Vida EV:** Enhanced Vida EV UX, achieving support, after sales and boosting engagement 50% Through Design.
- **Mahindra Finance:** Increased customer retention 30% and cross-selling 25% via "Design for Trust" principles.
- **Thermax Global:** Streamlined information architecture, reducing task time by 35% and increasing satisfaction 45%.
- **JIO Reliance:** Unified design processes for 300+ designers, boosting design iteration and Research Efficiency.
- **Maplegemi (UK):** Led B2C website design, increasing mobile-first engagement by 35%.
- **Thermax Edge Platform:** Defined UX improvements, increasing error visibility, Ticket resolving time and user adoption by 25%.
- **General Motors US:** Improved security protocols by User onboarding Experience.

Key UI & Design System Contributions

- **Hero Premium Bike Segment Website:** Built a digital design system, increasing accessibility by 30% and engagement by 48%.
- **Hero MotoCorp Intranet Portal:** Crafted a cohesive intranet design system, enhancing brand consistency and user accessibility.
- **Maruti Suzuki:** Developed an EV mobile app design system, aligning design with cutting-edge UI trends.
- **Eureka Forbes:** Established a smart water monitoring design system focused on intuitive real-time data interaction.
- **Thermax:** Designed component strategies to streamline asset information delivery and improve user experience.

**MIT Institute of Design** / Resident Design Innovator (Internship) / Nov 2021 – Jun 2022

- Designed and developed a low-cost agricultural food design system within a budget of 5,000 INR.
- Conducted research on food choices and habits to inform a food exploration application, addressing health and nutrition impacts.

**Advertising Agency** / Independent Visual Designer / Aug 2017 – May 2021

- Guided project execution from design to final outcome, overseeing structural designs, graphic and print collateral, and venue branding.
- Developed and managed all print media and branding assets, leveraging Adobe Creative Suite expertise.

## Skills

### Experience Design (UX & UI)

User Centred Design (UCD), Design Thinking Methodology, UX Research (Qualitative & Quantitative), UI Design & Visual Design Strategy, Information Architecture, Sketching & Design Conceptualisation, Usability Testing, A/B Testing, Accessibility Design, Motion Design, Advanced & Rapid Prototyping, Building Design Systems, Auto Layout.

**Strategy & Innovation:** Design Consulting, Business Design Strategy, Product Innovation, Customer Experience (CX), Problem Solving.

### Certifications

 PMI Agile Certified Practitioner (PMI-ACP)



Certified Agile Scrum Practitioner (PMI-ACP)



Enterprise Design Thinking Practitioner by IBM

### Tool Stack

Figma, Adobe XD, Sketch, Invision, Adobe Photoshop, Adobe Illustrator, Adobe after effects, Adobe Premier, Procreate, Midjourney, Lottifiles, Rive, Framer.