

Adit Saxena

Aspiring product designer with a diverse design background and internship experience

Experience

Product Design Intern at Stage OTT

Nov 2024 – Present • 5 months

- Boosted user engagement by 13% on home screen by integrating trailer playback in content platter
- Helped re-engage churning users by significant margin by designing 'watchlist' feature
- Led end-to-end design for user feedback collection boasting an expected early adoption rate of 30%
- Building a comprehensive design system with 20+ components to be used across Mobile, Web and TV

Product Design Intern at nurture.farm

Jun' 24 – Oct' 24 • 4 months

- Conducted 15+ user interviews and multiple competitive audits to identify key product improvements leveraging machine learning models.
- Designed and wireframed multiple high-traffic user flows to enhance usability and engagement

Product Design Intern at nurture.farm

May' 22 – Jul' 22 • 3 months

- Conducted in-depth user research, competitive audits, wireframing, prototyping and usability testing to design a task management system, resulting in improved partner efficiency

UX Design Intern at Monkhood Living

Dec' 21 – Feb' 22 • 3 months

- Designed the maiden website, employing robust user interface elements and seamless navigation
- Conducted exhaustive research underpinning data-driven optimizations, amplifying user engagement and brand resonance.

Key Project

Schmooze : Revamping Dating for GenZ ↗

In-Depth Interviews • Wireframing • Brainstorming
Conducted primary and secondary research to understand user pain points for the mobile app and propose adequate changes in the information architecture

Details

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Education

Delhi Technological University

Bachelor of Design (Interaction Design)

2021-2025

Skills

Design

Problem Solving • Wireframing • Prototyping
UX Writing • Brainstorming • Storyboarding
Design Systems • Journey Mapping
User Flow Design • Design Systems

Research & Others

A/B Testing • Survey Design • User Interviews
Usability Testing • Secondary Research
Competitive Audit • Data Analysis
Prompt Engineering

Tools

Figma • Protopie • Amplitude • Perplexity
Adobe CC • Bolt • Python • HTML • CSS •
Next JS • Phase • Lovable

Certifications

Machine Learning for Product Managers

Duke University

Basics of Product Management

IBM

Basics of Project Management

Google

Basics of UX Design

Google