Devesh Shirsath

Senior Product Designer

+91-9589411678 | Bengaluru | deveshshirsath999@gmail.com | LinkedIn Profile | Portfolio Website

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Product Designer with 3 years of experience building B2B and consumer products from 0⟶1. Experienced in product strategy, UX, design systems, and user research, with a track record of shipping products adopted by enterprise customers.

WORK EXPERIENCE

Product Designer | APIwiz — Bengaluru | Oct 2024 - Present

- Led a 0⟶1 product from concept to MVP, validating it with real users and driving **2,000+ signups** and adoption across **6 enterprise customers.**
- Owned design of a white-labelled developer portal tool as a step towards **Product Led Growth**.
- **Led AI-driven initiatives** for design systems and illustration systems, cutting production time and cost.
- **Owned product strategy and roadmap** for DocuWiz, translating user feedback into prioritized features and adjusting market positioning as needs evolved.

Product Designer | Omniful — Gurugram | Sept 2023 - Oct 2024

- Led user research with warehouse operators in Saudi Arabia to uncover workflow gaps and validate dashboard and mobile experiences.
- Enhanced **accessibility** and **usability** of **design system** components by ensuring compatibility with **scannable and keyboard-interactable** features.
- Strengthening organizationwide handoff practices by providing developers with comprehensive training.
- Conducted the comprehensive **audit** of a **component evaluating usability, functionality, and accessibility features to optimize user experiences and ensure consistency across the platform.**

Product Design Intern | Bik.ai — Bengaluru | Jan 2023 - April 2023

- Redesigned primary and secondary **navigation** across the platform, covering all critical use cases. Improved the interaction experience, incorporated **logical grouping** of features, redesigned **iconography** and **UX copy**.
- Expanded **design system** by building more modular components from scratch.

Product Design Intern | Newton School — Bengaluru | Aug 2022 - Nov 2022

- Owned a feature design end to end. Performed **user research** by conducting **user calls** to gather insights and ensure the end designs reflected user feedback.
- Impact - **12% increase** in student-mentor sessions every week. **26% increase** in target settings.
- Expanded the **design system** by building new UI components consistent with the existing design language. Ensured that the newly crafted components were seamlessly integrated into the overall system.

Product Design Intern | Quantive (formerly Cliff.ai) — Indore | Jun 2021 - Jun 2022

- Enhanced data visualization practices on the dashboard page to increase more scannability.
- Improved design handoff practices by changing a UI library into a scalable **design system** from scratch.
- Optimized design of landing page moderndatastacks.xyz. Increased user **retention** to **60K+ users in 12 months.**
- Creating an onboarding flow for a community-centered approach. It turned out to be the **#3 product** of the day and **#4 product** of the week on ProductHunt.

SKILLS

Research & Design: User-centered design, problem-solving, user research and analysis, competitive analysis, heuristic evaluation, user persona, user flow, information architecture, HTML, CSS, wireframing, rapid prototyping, user experience design, and interaction design. **Tools:** Figma, Framer, Miro, Jira. **Soft Skills:** Communication, cross-functional team collaboration, presentation, adaptability, attention to detail, and management.

EDUCATION

MTech in Information Technology — May 2018 - MAY 2023

Devi Ahilya Vishwavidhyalaya | 8.56 GPA