

Aditya Pathak

Product Designer

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Linkedin

Summary

Product Designer with 3 years of experience creating intuitive interfaces across **AI, healthtech, and deep-tech**. I specialize in **scalable design systems, clean, conversion-focused UI**, and seamless **design-to-dev handoff**. I’ve delivered high-impact products for **VC-backed startups** and **enterprise teams**, focusing on usability, clarity, and measurable business results.

Experience

Brewery Agency Jul 2024 - Jul 2025
Product Designer UK

- Revamped **GoSmartChain’s website**, increasing average session time by over **75%** and improving conversion rate by **40%**
- Led redesign of **LeadMeNot’s website**, driving a **130% lift in conversions** and a **15% boost in traffic**, while coding onboarding flows for its web app, co-designing marketing emails, and contributing to **web and mobile** product interfaces
- Built the **MVP** and **design system** for **Addie**, an AI-powered college counseling tool, which received strong usability scores, early adoption in pilot schools, and helped secure **\$250K in funding**

Studio Carbon Jun 2022 - Jun 2024
Product Designer Gandhinagar, Gujarat

- Spearheaded UI design for **Pixxel’s Aurora**, a satellite data analytics platform; scaled the design system and led key workflows to improve usability across complex geospatial interfaces
- Managed **end-to-end design-to-dev handoff** and delivered high-performing websites for startups including **Airbound**, **Rephrase.ai**, **Peer Robotics**, **NexStem (BCI)**, **Auskey & YBL (healthtech)**, **Limitless (Lightspeed VC)**, and **Futureense (Zerodha-backed)**
- Led the full **redesign and development** of **Studio Carbon’s website**, improving engagement and building workflows for long-term maintainability

Studio Carbon Nov 2021 - May 2022
Product Design Intern Gandhinagar, Gujarat

- Designed **mobile and web flows** for **QandiToday**, an **assessment-led NEET & IIT JEE platform**, and conducted **user interviews** to shape initial features and onboarding journeys during the product’s early development phase
- Contributed to early website design for **Nexstem**, a BCI (brain-computer interface) startup focused on neurotech innovation

Lenditt Apr 2021 - Jun 2021
Product Design Intern Ahmedabad

- Designed an **internal admin dashboard** with full **CRUD functionality** for smoother team operations
- Created **responsive email templates** for onboarding, notifications, and alerts

Education

GLS Institute of Design Jun 2018 - Jun 2022
Product Design Bachelor's degree

Skills

Collaboration

Team player, Communicative, Accountable, Organized, Detail-oriented, Critical thinker

Design

Information architecture, Interaction design, User research, Usability testing, Wireframes, Task flows, Competitive analysis, Heuristic analysis, Prototyping, Card sorting

Tools

Figma, FigJam, Framer, Webflow, Zeplin, Miro, Jira, OpenAI (ChatGPT), Midjourney, Cursor