



AISHWARYA KARVE

PRODUCT DESIGNER


13+ Yrs Design Experience

As a designer, I'm passionate about understanding the psychology and science behind how people interpret information & curious about integrating technology into products to give a better experience!

 ASH-WAR-YA

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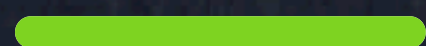
 linkedin.com/in/aishwaryapadhye

 behance.net/aishwaryapadhye

 arkdesignstudios.com

KEY SKILLS

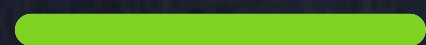
UX Design



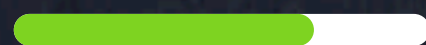
Service Design



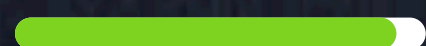
Visual Design



Design Strategy



Info Architecture



User Research



METHODOLOGY

Heuristic Analysis

Usability Testing

User Journey Mapping

Persona Definition

Service Blueprint

Prototyping

Wireframing

Creative Direction

TOOL KIT



WORK EXPERIENCE



Lead Product Designer

Marks & Spencer, London (Nov 2018 - Present)

As a product design lead my goal is to re-define engaging user journeys & design pixel perfect solutions to enhance overall digital and store experience which plays a huge part in the M&S digital transformation strategy to become a digital first retailer which has over 32 million active customers!

Responsible for implementing a hypothesis driven design process. Gathering and mapping customer insights, using various research methods. Incubating a collaborative design environment by hosting regular design critiques within the team and wider business. Creation, iteration and implementation of design artefacts, from low-fidelity prototyping to high-fidelity UI, integrating with M&S design systems to enhance customer experience on all the digital platforms within the data & digital team.



SPARKS : Loyalty Programme Relaunch (SEP 2019 - AUG 2020)

Case Study : <https://arkdesignstudios.com/loyalty-proposition>

Working collaboratively with the product, trading, content, SEO & marketing team, successfully led UX & service design for the re-launch of M&S loyalty scheme with a digital first approach.

- ✓ No1 downloaded app in the App Store in the shopping category – ahead of Amazon!
- ✓ Over 1million App downloads in 8 weeks
- ✓ 6M unique visits to the hub in the first week, 75% via the app!
- ✓ 18% Net Promoter Score (NPS) Improvement
- ✓ Talk of the town via over 70 pieces of press coverage, reaching over 1.5 million people



Unified Sign Up Design (SEP 2019 - MAR 2020)

Designed lean unified sign up for web, app and in-store journeys as a part of SPARKS relaunch.

- ✓ Over 260,000 new registrations in a month!
- ✓ Registration success rate up 6%
- ✓ Exit rate down :19%
- ✓ Error rate (including system and user errors) down : 88%



Product Page Redesign (MAR 2019 - SEP 2019)

Case Study : <https://arkdesignstudios.com/pdp-redesign>

Rolled out Product Details Page design for all business units which will make the customer experience consistent by adhering to the pattern library.

- ✓ Cart additions = 107 m over 1 year
- ✓ 664 million PDP views in 1 year
- ✓ Contact me when available = 64,000 requests submitted,



Demystifying Lingerie Buying Experience (NOV 2019 - FEB 2019)

Case Study : <https://arkdesignstudios.com/demystify-experience>

The project was commissioned to demystify the existing M&S digital & in-store lingerie buying experience to remain the market leaders.



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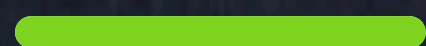
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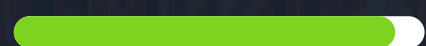
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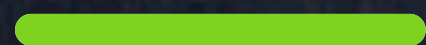
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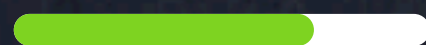
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Principal Product Designer

Neilson Financial Services, Berkshire (Sep 2016 - Nov 2018)

Led end to end customer experience and strategy across all channels globally. The main goal was to create a sector-leading, future proof web presence for all the Neilson brands by re-thinking the usability, applying atomic design principles to transform NFS design into a best practice digital design environment for our Visual Designers & Frontend Developers.



Senior UI/UX Designer

Ladbrokes, London (Dec 2014 - Sep 2016)

Evaluating briefs, analysing opportunities and managing projects to provide the UI/UX vision in accordance with the team's vision was my main domain. During my time here, I not only got an opportunity to work on different platforms like Platform & Gaming, Lotto, Bingo and in store screens like SSBT/FOBT but also on Ladbroke's first multi-channel bet status tracker which has transformed bookmaking experience!



MULTI-CHANNEL BET TRACKER (2015)

Case Study : <https://arkdesignstudios.com/bettracker>

First multi-channel bet status tracker that transformed bookmaking experience in the betting world!

- ✓ Over 25k customers sign up under the Multi Channel proposition
- ✓ Over 400k bets checked on the Grid App
- ✓ 75% return rate for customers using bet tracker



Senior Design Consultant

Harman International, London (Dec 2014 - Sep 2016)

The role was to review and assist in proposal creation and participate in pre-sale meetings with members of the business & development team to sell design strategy, UX processes, and ideas.



Art Director

Sireнна Learning, Preston (Sep 2012 - Nov 2014)

I was brought on board for directing the desired solution from the team to ensure quality and brand integrity for every piece of work delivered for Sireнна as a brand and it's clients such as British Sugar and ACCA. Delivering exceptional results ensuring the creative product met strategic goals and client expectations.



Communication Designer

Freelancer, Pune - India (May 2007 - Sep 2011)

Creating delightful pixels, products for digital & print media

EDUCATION

MA Design (2011 - 2012) Goldsmith's : University of London

Diploma in Animation (2009 - 2010) Cambride University Certification

Bachelor in Design (2005 - 2009) Symbiosis International University