




# 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

 +44 (0) 793 000 6944

 aaishwarya.padhye@gmail.com


 arkdesignstudios.com

### HATS WORN

 Interaction Design

 Service Design

 Visual Design

 Journey Mapping

 Info Architecture

 User Research

### KEY SKILLS

Design Strategy

Creative Direction

Heuristic Analysis

Persona Definition

Service Blueprint

Prototyping

Wireframing

Usability Testing

### TOOL KIT



## WORK EXPERIENCE

### ROLE

Lead Product Designer

### DURATION

 Nov 2018 - Present

### CLIENT

Marks & Spencer

### LOCATION

London

### RESPONSIBILITIES

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.

### ACHIEVEMENTS


Successfully led the product design & experience for the Sparks (Loyalty Proposition) re-launch seeing record breaking visits and downloads making the app number 1 in the UK app store in the shopping category.


 Over 260,000 new registrations in a month!


 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

 Exit rate down :19% & Error rate (system and user errors) down : 88%


 Contact me when available = 64,000 requests submitted, driving associated net revenue of more than £100,000

 Cart additions = 107 million over 1 year

### ROLE

Principal Product Designer

### DURATION

 Sep 2016 - Nov 2018

### CLIENT

Neilson Financial Services

### LOCATION

Berkshire

### RESPONSIBILITIES

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.

### ROLE

Senior UI/UX Designer

### DURATION

 Dec 2014 - Sep 2016

### CLIENT

Ladbrokes

### LOCATION

London






# 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

 +44 (0) 793 000 6944

 aaishwarya.padhye@gmail.com


 arkdesignstudios.com

### HATS WORN

 Interaction Design

 Service Design

 Visual Design

 Journey Mapping

 Info Architecture

 User Research

### KEY SKILLS

Design Strategy

Creative Direction

Heuristic Analysis

Persona Definition

Service Blueprint

Prototyping

Wireframing

Usability Testing

### TOOL KIT



### RESPONSIBILITIES

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!

### ACHIEVEMENTS

Successfully led UX design for the 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

### ROLE

Senior Design Consultant

### DURATION

 Dec 2014 - Sep 2016

### CLIENT

Harman International

### LOCATION

London


### RESPONSIBILITIES

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.

### ROLE

Art Director

### DURATION

 Sep 2012 - Nov 2014

### CLIENT

Sirena Learning, Ltd

### LOCATION

Preston

### RESPONSIBILITIES

Directing the desired solution from the team to ensure quality and brand integrity for every piece of work delivered for Sirena 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.

### ROLE

Communication Designer

### DURATION

 May 2007 - Sep 2011

### CLIENT

Freelance

### LOCATION

India

### RESPONSIBILITIES

Specialised in Graphic Design, Branding, Advertising & Wayfinding Design. Worked with several small and large scale companies throughout India 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