

# Ekta Gadekar

## PRODUCT DESIGNER (UX/UI)

Berlin, Germany | Holds a valid German Work Permit | Open to Relocation within Germany

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Portfolio: [ektagadekar.com](https://ektagadekar.com)

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### PROFESSIONAL SUMMARY

Product Designer with **~4 years of end-to-end UX/UI experience** delivering B2B enterprise platforms, SaaS tools, and public-sector digital services. Practiced in the full product lifecycle, from discovery research and information architecture through high-fidelity UI, design systems, and developer handoff.

Experienced working in Agile/ Scrum teams with Product Managers, Engineering Leads, and Architects to deliver measurable business outcomes. Strong foundation in AI-integrated prototyping, data-informed design, usability testing, and scalable design systems. Accessibility-conscious and GDPR-aware in digital product design.

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### SKILLS & EXPERTISE

**UX Methods:** User Research, Usability Testing, A/B Testing, Information Architecture, Design Thinking, Discovery & Problem Framing

**UI & Prototyping:** Wireframing (Low-High Fidelity), Interaction Design, Visual Design, Design Systems, Developer Handoff

**Tools:** Figma, Figma Make, FigJam, Miro, Hotjar, Google Analytics, Supabase, ChatGPT, Claude

**Technical:** HTML/CSS (Basic Working Knowledge), AI-Integrated Prototyping, WCAG 2.1/ BITV 2.0 Accessibility, GDPR-aware Design

**Collaboration:** Agile/ Scrum, Stakeholder Management, Cross-functional Team Leadership, Design Reviews

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### PROFESSIONAL EXPERIENCE

**Senior Product Designer (UX)** *Mar 2022 - Aug 2023*

[Calsoft](#) · Pune, India (B2B Enterprise SaaS · Networking & Cloud Infrastructure)

Led end-to-end product design for enterprise networking and multi-cloud storage platforms serving global B2B users across complex, multi-role environments.

- **Improved task completion rates by ~20%** through workflow restructuring informed by usability testing and behavioral analysis.
- **Designed and scaled a centralized Figma design system**, reducing design-to-development effort by ~30% and enabling cross-product consistency across teams.
- Translated complex technical requirements into intuitive dashboards and workflow-driven interfaces for multi-role enterprise users.
- Collaborated with Product Managers, Engineering Leads, and Solutions Architects to align UX decisions with system architecture and product roadmap.
- Delivered scalable, compliance-aware design solutions adaptable across global markets and enterprise user roles.

**Product Designer (UI/UX)** *Nov 2019 - Feb 2022*

[Fifth Estate Agency](#) · Pune, India (Digital Agency · B2C & B2B Clients)

Owned end-to-end UX/UI design for B2C websites, enterprise intranet platforms, and conversion-focused digital products.

- **Drove +65% increase in daily platform usage and +70% employee participation** through a research-driven enterprise intranet redesign (MyPod), validated via 3 wireframe variants, A/B testing, and task-based usability testing with 15 participants.
- **Reduced onboarding time by ~25%** by optimising key user journeys and validating improvements through iterative usability testing.
- Led website redesign initiatives, improving information architecture, usability, and engagement metrics.
- Designed high-conversion landing pages and digital assets aligned with measurable business KPIs.
- Conducted user interviews, A/B testing, and iterative prototyping; managed stakeholder feedback across design cycles.
- Delivered trust-sensitive UX solutions for regulated digital environments, including accessibility-first principles.

## Software Test Analyst *Jul 2014 - Nov 2019*

[Amdocs DVCI · Pune, India \(Enterprise Telecom Software · Bell Canada\)](#)

Performed end-to-end manual testing of enterprise billing systems, building great analytical skills that formed the foundation for a transition into UX design.

- Designed test cases, executed functional and regression testing, and managed defect tracking workflows.
  - Collaborated with cross-functional teams to validate business requirements and system workflows.
  - Developed strong systems thinking and user-impact assessment skills, directly informing later UX practice.
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## EDUCATION

### Master of Science (MSc) in Digital Design *2023 - 2024*

[Amsterdam University of Applied Sciences, Netherlands](#)

*Focus:* Human-centred design, interactive & tangible systems, UX strategy for public services and civic tech. Projects included a GovTech platform for Gemeente Amsterdam and a multidisciplinary AI-driven physical installation.

### Master of Science (MSc) in Computer Science *2012 - 2014*

[Savitribai Phule Pune University, India](#)

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## CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

- **AI Prototyping Workshop** — Memorisely (2026)

Advanced AI-enhanced prototyping in Figma: generative AI workflows, rapid experimentation, and MVP validation.

- **Building AI Apps with Figma Make & Supabase** — Memorisely (2026)

Built AI-enabled MVPs connecting prototypes to live databases; implemented auth flows, CRUD operations, and validated behaviour via Hotjar analytics.

- **AI for Designers** — Interaction Design Foundation (2025)

Ethical AI integration and intelligent interaction systems.

- **Accessibility: How to Design for All** — Interaction Design Foundation (Ongoing)

Inclusive design systems aligned with WCAG 2.1 / BITV 2.0 standards.

- **Pro UI/UX Designer Bootcamp** — DesignBoat (2019)

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## LANGUAGES

- **English** — Fluent (C1)

- **German** — A2 (actively improving; currently enrolled in language & integration course)

- **Hindi** — Native