

Ekta Gadekar

Senior Product Designer (UI/UX)



Bonn, Germany | Open to Relocation | Valid German Work Visa

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Portfolio: ektagadekar.com

Professional Summary

Senior Product Designer with 4 years of experience designing enterprise SaaS, B2B platforms, and consumer web applications for global clients. Specialized in end-to-end product design, UX strategy, design systems, and AI-assisted design workflows. Master's graduate in Digital Design from Amsterdam University of Applied Sciences with strong experience working across India and Europe. Passionate about building scalable, human-centered digital products.

Core Skills

Product Design • UX Strategy • User Research • Design Systems • Accessibility (WCAG)
Wireframing & Prototyping • Usability Testing • A/B Testing • Enterprise UX • UI Design
AI-assisted Design Workflows • Design Ops • Stakeholder Management

Tools

Figma (Expert) • Sketch • FigJam • Figma AI • Framer • Miro • Jira
Confluence • Google Analytics • ChatGPT • Maze • Notion

Work Experience

Senior Product Designer

Calsoft - India | Mar 2022 - Aug 2023

- Led end-to-end product design for multiple enterprise SaaS platforms used by global clients, including Veritas, Hitachi Vantara, Tata Communications, and Simnovus.
- Partnered with Product Managers and Engineering Leads to define product strategy, roadmap priorities, and UX vision.
- Improved task completion rates by 20% across core user workflows through data-driven UX optimization.
- Reduced onboarding time by 25% by redesigning key user journeys and validating solutions through usability testing.
- Built and scaled a Figma-based design system used across multiple products, improving design-to-development handoff by 30%.
- Facilitated discovery workshops, aligning business, product, and engineering stakeholders on problem definition and solution direction.
- Mentored junior designers and introduced design review rituals to improve overall design quality and consistency.

Product Designer

Fifth Estate Agency - India | Nov 2019 - Feb 2022

- Designed end-to-end UX and UI for web platforms, intranet portals, and digital products for clients, including Bridgestone India, Signzy, and Bitwise.
- Improved user engagement and task flow efficiency by 20–25% through iterative usability testing and behavior-driven UX improvements.
- Designed scalable branding and UI systems across web, mobile, and marketing platforms.
- Collaborated closely with marketing, engineering, and product teams to ensure on-time delivery of all design initiatives.

Software Test Analyst

Amdocs DVCI - India | Jul 2014 - Nov 2019

- Delivered high-quality telecom software releases by executing comprehensive end-to-end testing strategies.
- Developed a strong foundation in systems thinking, usability, and product quality, later transitioning into UX design.

Key Projects

AuraMotions — Interactive Installation (AUAS)

- Designed and prototyped a real-time emotion-visualization experience using **Python, TouchDesigner, and Arduino**.
- Achieved 95% positive user feedback at the AUAS design expo.

MyPod — Intranet Redesign (Bitwise India)

- Increased daily intranet usage by 65% and employee participation by 70%.
- Delivered end-to-end UX redesign using **user research, A/B testing, and a modern UI system**.

Gemeente Amsterdam Veilig — Blockchain Platform (AUAS & Code d'Azur)

- Designed citizen-facing UX flows and branding for a **smart contract-based government platform**.
- Improved usability and comprehension during user testing and aligned UX with Amsterdam municipality standards.

Education

Master of Science (MSc) – Digital Design

Amsterdam University of Applied Sciences, Netherlands | 2023 - 2024

Master of Science (MSc) – Computer Science

Pune University, India | 2012 - 2014

Certifications

- AI for Designers — The Interaction Design Foundation (2025)
- Design Principles for Effective Dashboard Design — Udemy
- Web Design for Usability — The Interaction Design Foundation
- PRO UI/UX DESIGNER — DesignBoat UI/UX School

Awards

- Appreciation Award — Calsoft (2023)
- Foxglove Silver Award — Fifth Estate Agency (2020)

Languages

- **English** — Fluent
- **German** — A2 (Currently learning)