

# **Ekta Gadekar**

## **Product Designer (UX/UI)**

Bonn, Germany | Open to Relocation within Germany & EU | Valid German Work Permit

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**Portfolio:** [ektagadekar.com](http://ektagadekar.com)



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### **Professional Summary**

Product Designer with **4 years of experience** designing B2B enterprise platforms, internal systems, and customer-facing digital products. Experienced in end-to-end product lifecycle execution, from discovery research and information architecture to high-fidelity UI, prototyping, and developer handoff.

Strong background in AI-integrated prototyping, data-informed design, usability testing, and scalable design systems. Proven ability to collaborate in Agile environments with cross-functional teams to deliver measurable business impact.

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### **Core Competencies**

User Experience (UX) Design, User Interface (UI) Design, Product Design & MVP Validation, Design Thinking & Discovery Research, Wireframing & Prototyping (Low–High Fidelity), Information Architecture, Usability Testing & A/B Testing, Agile & Scrum Collaboration, Stakeholder Management, Design Systems & Developer Handoff, AI-Integrated Prototyping, Accessibility (WCAG Principles), Data-Informed Iteration (Hotjar, Analytics)

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### **Professional Experience**

#### **Senior Product Designer (UX)**

**Calsoft, India** | Mar 2022 - Aug 2023

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

- Improved task completion rates by ~20% by restructuring core workflows based on usability testing and behavioral analysis.
- Designed and scaled a centralized Figma design system, reducing design-to-development effort by ~30% and strengthening cross-product consistency.
- Translated complex technical requirements into intuitive dashboards and workflow-driven interfaces.
- Collaborated closely with Product Managers, Engineering Leads, and Architects to align UX decisions with system architecture and roadmap priorities.
- Delivered scalable, compliance-aware solutions adaptable across markets and enterprise user roles.

#### **Product Designer (UI/UX)**

**Fifth Estate Agency, India** | Nov 2019 - Feb 2022

Owned end-to-end UX/UI design for **B2C websites, enterprise intranet platforms**, and conversion-focused **landing pages**.

- Increased daily usage by 65% and participation by 70% through a research-driven enterprise platform redesign.
- Reduced onboarding time by ~25% by optimizing key user journeys and validating improvements through usability testing.
- Led website redesign initiatives to improve usability, information architecture, and engagement.
- Designed high-conversion landing pages and digital assets supporting marketing campaigns and measurable business KPIs.
- Conducted user interviews, A/B testing, and iterative prototyping to enhance workflow efficiency.
- Delivered experiences for trust-sensitive and regulated digital environments.

#### **Software Test Analyst**

**Amdocs DVCI, India** | Jul 2014 - Nov 2019

Performed **end-to-end manual testing** of enterprise billing systems for Bell Canada.

- Designed test cases, executed functional and regression testing, and managed defect tracking.

- Collaborated with cross-functional teams to validate business requirements and system workflows.
- Developed strong analytical skills in workflow logic and user-impact assessment, forming the foundation for a transition into UX design.

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## Tools & Technologies

Figma, Figma Make, FigJam, Supabase (Auth & CRUD Integration), Hotjar, Google Analytics, HTML/CSS (Working Knowledge), Miro, Adobe Creative Suite, Design Systems & Component Libraries

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## Education

### Master of Science (MSc) in Digital Design

Amsterdam University of Applied Sciences, Netherlands | 2023 - 2024

### Master of Science (MSc) in Computer Science

Pune University, India | 2012 - 2014

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## Certifications & Professional Development

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

Advanced AI-enhanced prototyping using Figma, focused on generative AI workflows, rapid experimentation, and MVP validation.

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

Built AI-enabled MVPs by connecting prototypes to live databases. Implemented authentication flows, structured CRUD operations, and validated user behavior using Hotjar analytics.

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

Focused on ethical AI integration and intelligent interaction systems.

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

Emphasis on inclusive design systems aligned with WCAG standards.

- **Pro UI/UX Designer Bootcamp – DesignBoat**

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## Languages

- **English** — Fluent

- **German** — A2 (currently attending integration and language course)