

# Ekta Gadekar

## Product Designer

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

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



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### Professional Summary

Product Designer with around **4 years of experience** designing data-driven digital products across **enterprise SaaS, B2B and B2C platforms**. Strong expertise in **end-to-end product design, systems thinking, and UX impact measurement** using qualitative and quantitative methods. Experienced in close collaboration with product, engineering, and business stakeholders in **international and multi-market environments**.

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### Key Achievements

- Increased **daily active usage by 65%** and **user participation by 70%** through a research-driven redesign of a large-scale digital platform.
- Improved **task completion rates by approximately 20%** across enterprise SaaS products by optimising core workflows using usability testing and behavioural insights.
- Reduced **user onboarding time by approximately 25%** by redesigning critical user journeys and validating solutions through iterative testing.
- Built and scaled a **cross-product design system**, improving UI consistency and reducing design-to-development handoff effort by approximately 30%.
- Designed user experiences for **trust-sensitive and regulated environments**, improving usability and comprehension during validation workflows.

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### Professional Experience

#### Senior Product Designer

Calsoft, India | Mar 2022 - Aug 2023

- Led **end-to-end product design** for enterprise and B2B networking and cloud storage platforms, translating complex infrastructure systems into clear, scalable user experiences.
- Collaborated closely with Product Managers, Engineering Leads, and Architects to align design decisions with product strategy, technical feasibility, and delivery timelines.
- Conducted **user research, usability testing, and data-informed iteration** to improve workflow efficiency, product adoption, and overall user experience.
- Designed and maintained a shared **design system in Figma**, improving consistency across products and streamlining design-to-development handoff.
- Supported global clients by designing solutions adaptable to different markets, user roles, and technical constraints.

#### Product Designer

Fifth Estate Agency, India | Nov 2019 - Feb 2022

- Designed **end-to-end UX and UI** for B2B and B2C platforms, intranet systems, and FinTech web products across discovery, design, and delivery phases.
- Applied **user research, usability testing, and iterative design** to improve clarity, efficiency, and engagement across digital products.
- Collaborated cross-functionally with **engineering and business teams** to deliver high-quality solutions within defined timelines and scope.
- Contributed to interaction design, visual design, and design documentation to support implementation.

## Software Test Analyst

Amdocs DVC1, India | Jul 2014 - Nov 2019

- Worked on large-scale **telecom software systems**, gaining strong experience in system usability, quality assurance, and complex workflows.
- Collaborated with development teams to validate functionality, usability, and system behavior across enterprise-grade applications.
- Developed a solid foundation in enterprise systems, requirements analysis, and user-centric quality validation.

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## Core Skills

Product Design, UX Research & Usability Testing, Interaction Design & Visual Design, Prototyping (Low- & High-Fidelity), Design Systems & Component Libraries, Data-Informed Design, Systems Thinking, Stakeholder Collaboration, Accessibility (WCAG)

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## Tools

Figma, Sketch, FigJam, Miro, Framer, Maze, Jira, Confluence, Google Analytics

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## 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

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## Certifications

- AI for Designers — The Interaction Design Foundation
- Web Design for Usability — The Interaction Design Foundation
- PRO UI/UX DESIGNER — DesignBoat UI/UX School

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## Languages

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