

Ekta Gadekar

PRODUCT DESIGNER

✉ ekta.uxd@gmail.com

🌐 ektagadekar.com

🌐 linkedin.com/in/ekta-gadekar/

📍 Bonn, Germany (Valid Work Permit for Germany)



Professional Summary

Product Designer with 4 years of experience crafting B2B SaaS, enterprise, and B2C web applications for global clients. Known for improving task completion by 20–30%, cutting onboarding time by 25%, and reducing design-to-dev handoff time by 30% through scalable design systems. Expert at aligning product strategy with user needs, leading discovery workshops, and mentoring teams to deliver measurable business outcomes across multiple domains.

Work Experience

Senior Product Designer | Calsoft, Pune, India

Mar 2022 – Aug 2023

- Defined **product strategy** and prioritized features with PMs and engineers, boosting task completion rates by 20% across multiple **SaaS platforms**.
- Delivered **enterprise-grade web applications** for clients including Veritas, Hitachi Vantara, Tata Communications, and Simnovus, supporting global digital transformation.
- Facilitated discovery workshops, reducing stakeholder alignment time and accelerating decision-making.
- Led **user research, usability testing, and A/B experiments**, reducing onboarding time by 25% and increasing user satisfaction scores.
- Built and scaled a **Figma design system**, improving design-to-dev handoff speed by 30% and ensuring visual consistency across products.
- **Mentored** junior designers and introduced design review processes that elevated overall team output quality.

Product Designer | Fifth Estate Agency, Pune, India

Nov 2019 – Feb 2022

- Led end-to-end UX and visual design for **websites, intranet portals, and marketing assets** for clients such as Bridgestone India, Signzy, Klaus, and Bitwise.
- Increased user engagement and task flow efficiency by 20–25% by leveraging behavioral insights and iterative usability testing to align design solutions with business objectives.
- Developed scalable branding and UI systems to ensure consistent visual language across web, mobile, and campaign assets—including **landing pages and social media creatives**.
- Partnered with marketing and development teams to enable smooth handoffs and maintain a 95–98% on-time delivery rate across all design deliverables.

Software Test Analyst | Amdocs DVCI, Pune, India

Jul 2014 – Nov 2019

- Ensured 99% defect-free releases across telecom software launches by performing end-to-end **manual testing**.
- Built strong foundations in **systems thinking and user empathy**, influencing later UX work.

Skills

- **UX & Product Strategy**

Discovery Workshops, User Research, Journey Mapping, Wireframing, Prototyping, Usability Testing, Accessibility (WCAG), A/B Testing

- **UI & Visual Design**

Design Systems (Figma), Responsive Web Applications, Microinteractions, Enterprise UI, Visual Storytelling

- **Tools & Tech**

Figma (expert), Framer, Miro, Jira, Confluence, Google Analytics, AI-assisted workflows

- **Leadership**

Cross-functional Alignment, Agile Delivery, Design Sprints, Developer Handoff, Mentorship & Design Ops

Education

Master of Science – Digital Design

Amsterdam University of Applied Sciences, Netherlands | 2023 – 2024

- **Key projects** - Blockchain-based governance platform (with [Code d’Azur](#)), Interactive installation (AuraMotions).
- **Focus** - Human-centered innovation, interaction design, and data visualization.

Master of Science – Computer Science

Pune University, India | 2012 – 2014

Certifications

- **AI for Designers** - The Interaction Design Foundation (IxDF) | 2025
 - **Design Principles for Effective Dashboard Design** - Udemy | 2022
 - **Web Design for Usability** - The Interaction Design Foundation (IxDF) | 2020
 - **PRO UI/UX DESIGNER** - DesignBoat UI/UX School, Pune, India | 2019
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Achievements & Awards

- **Appreciation Award 2023** – Recognised for outstanding contributions to UX projects at Calsoft.
 - **Foxglove Silver Award 2020** – Honored for high-impact brand website design at Fifth Estate Agency.
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Languages

- **English** – Fluent (C1)
- **German** – Basic (A2, Actively learning)