



Divesh Borse

Sr. Product Designer at Microsoft AI

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A seasoned designer with 9+ years design experience end to end ownership, ability to lead and a global portfolio that includes designing for billions of people and businesses. Currently crafting and leading AI experiences for Microsoft. [Read recommendations](#)

EXPERIENCE

Product Designer II (Microsoft Edge)

Microsoft IDC - Full time Hyderabad, India (2023 to present)

- Led the design of AI summarize feature for Copilot product which increased usage of Copilot by 9%
- Managed & shipped design for Translate feature in Edge browser, which successfully translated **36 trillion characters** impacting increase in **3 million(+100%) DAU (Daily Active Users) in FY2024.**
- Collaborated with triad partners to craft many of the current features in Edge, such as **Reading Experiences (Translate & Read aloud).**
- **Drove strategic initiatives** to enhance Edge's visibility through global vlogs across various geographies.
- Spearheaded efforts to **improve Confidence in Organizational Leadership**, contributing to **higher team signal scores.**
- **Managed** 1 design interns directly.

Sr. Product Designer

Publicis Sapient - Full time Bangalore, India (2021 to 2023)

- Worked with **Meta and Capital Group** & shipped high-impact enterprise solutions.
- Shipped a product for investors and auditors that identifies companies with a history of fraud & accounting sins which assesses 16,000 companies & **increased users productivity by including ecosystem.**
- Led the UX of the QuantHub web application (v1 to v2), resulting in higher **user adoption** and **engagement.**
- **Created a Design System** from scratch for enterprise products.
- Participated in user research and usability testing of products.
- Conducted product thinking sessions and brainstorming ideas by presenting it to product teams and project stakeholders.

Product Designer

Walkover Inc. - Full time Indore, India (2020 to 2021)

- Redesigned a Communication platform MSG91 (Global markets) and **Increased the page time by 63% with 1million+ active base users**
- Managed and mentored design team of 4 including Head of Design.

UX Designer

Eduspace Technologies Pvt. Ltd. - Full time Pune, India (2018-2019)

I worked on enterprise ed-tech product called 'Proctur'. My versatile role impacted business which also made **Proctur app featured under Top 5 educational app by Silicon India 2019.**

EDUCATION

Master's in Design - UX & Product Design

Indian Institute of Information Technology, Jabalpur Jul 2021

Bachelor's in Engineering - Mechanical

Sinhgad Institute of Technology, Lonavala Jun 2014

HONOR & AWARDS

- **Microsoft org level hackathon winner** in the "Special Mention: Judges" category for PDF Next Project.
- **DCDC Winner** in D'source Corona Design Challenge 2020 organised by IDC, IIT Bombay in Design Area of One's Choice
- Recognised twice in **"Partnering with Client Impact"** for FS West Excellence Awards.
- Awarded at ADPlist as **"The 100 Most Impactful Mentors"** and consecutively 3 times as **"Super Mentor Worldwide"**

SKILLS

Design Tools

Figma Protocie ChatGPT User Testing
Sketch Adobe CC Miro Lottie

UX Skills

- Proven track record of leveraging product strategy to drive business impact.
- Expert in crafting compelling narratives.
- Well-versed in conducting user research
- Strong expertise in micro-interactions & UI prototyping.
- Experienced in building and maintaining scalable design systems with a strong focus on WCAG & accessibility standards.
- Usability principles and cognitive frameworks for effective UX solutions.
- Knowledge of A/B testing and UX metrics for data-driven decision-making.
- Familiar with HTML, CSS, JavaScript, and testing frameworks

EXPERIENCE

Technical Illustrator

Expert Global Solutions Pvt. Ltd. - Full time

Pune, India (2018)

- Worked with **Whirlpool**, the job role was to create 3D appliances & create content writings of Whirlpool's product manuals. **Initiated design guidelines** that enabled assembly, installation, operation, and maintenance instructions seamlessly in Whirlpool's appliances.

Graphic Designer

Peppermint Clothing Pvt. Ltd. - Full time

Pune, India (2017)

- Created fabric prints for kids category on **Disney's** campaign. Divesh worked with team of 26 fashion designers, CEO and photographers.

Freelance Designer

Full time

Pune, India (2014-2017)

- A multi-disciplinary designer, where I focused on solving problems and creating meaningful solutions for businesses.