



Divesh Borse

Sr. Product Designer

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solving human problems through product thinking & usability.

EXPERIENCE

Sr. Product Designer

Publicis Sapient - Full time

Bangalore, India (2021 to present)

- Worked with **Meta and Capital Group**
- Shipped a product for investors and auditors that identifies companies with a history of fraud & accounting sins which assesses 16,000 companies and **increased the user adoption by 56%**.
- Upgraded QuantHub web application from v1 to v2, resulting in **increased user adoption** and **utilisation** of application.
- **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**
- Led design thinking methodologies in MSG91 project to identify and address user problems and proposed the solutions.
- 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.**

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.

EDUCATION

Master's in Design - UX & Product Design

Indian Institute of Information

Jul 2021

Technology, Design and

Manufacturing, Jabalpur

Bachelor's in Engineering - Mechanical

Sinhgad Institute of Technology,

Jun 2014

Lonavala

HONOR & AWARDS

- **DCDC Winner** in D'source Corona Design Challenge 2020 organised by IDC, IIT Bombay in Design Area of One's Choice
- Recognised two times 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

ChatGPT

Sketch

Miro

Protopie

Balsamiq

Adobe Creative Suite

Notion

UX Skills

- Good hands on experience with Sketch, Figma and Adobe XD and CC softwares.
- Well-versed in conducting user research
- Experienced in working with design systems
- Knowledgeable in accessibility standards
- Familiarity with coding and testing softwares.
- Strong command on UI animation and micro-interactions in apps.
- Proven records on using product strategies in organisation.
- Heuristic evaluation, Mind-mapping, Gamification are also some skills used in organisations.