



Divesh Borse

Lead Product Designer at JazzX AI

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A visionary product design leader with 9+ years delivering world-class user experiences for billions of global users across AI, enterprise SaaS, and consumer platforms. Expert in end-to-end design strategy, mentorship, and design systems at scale. [Read recommendations](#)

EXPERIENCE

Product Designer II

Microsoft IDC - Full time

Hyderabad, India (2023 to present)

- Directed the end-to-end design strategy for Copilot integration in Edge, increasing Copilot usage by 9%.
- Drove strategic initiatives to enhance Edge's visibility through global product deliveries across multiple geographies.
- Defined vision and efforts to improve Confidence in Organizational Leadership, contributing to higher team signal scores.
- Managed design interns directly, fostering skill growth in design team.
- Collaborated with triad partners to craft many of the features in Edge, such as Read aloud and Reading experiences, enhancing accessibility and engagement.
- Managed & shipped design for Translate feature in Edge browser, translating 36 trillion characters & driving a 3 million (+100%) DAU (Daily Active Users) in FY2024.

Sr. Product Designer

Publicis Sapient - Full time

Bangalore, India (2021 to 2023)

- Drove vision for Meta and Capital Group & shipped high-impact enterprise solutions.
- Orchestrated the UX vision for QuantHub platform from v1 to v2, improving user adoption & engagement across enterprise analytics workflows.
- Partnered closely with stakeholders to align product design strategy with measurable business outcomes.
- 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.
- Created a scalable enterprise design system from scratch for enterprise products.
- Mentored and Influenced cross teams, guided them in conducting research & usability testing to validate and refine design decisions.

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 with Head of Design.
- Introduced data-informed design decisions using A/B testing and behavioral analytics.

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
Claude Adobe CC Miro Lovable & Bolt

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

UX Designer

Eduspace Technologies Pvt. Ltd. - Full time

Pune, India (2018-2019)

Managed an 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.