Aditya Prabhakar Ghadage (Associate UX Analyst)

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PROFESSIONAL SUMMARY

UX Designer with 1+ years of experience designing enterprise digital products across fintech, AI platforms, and brand identity. Skilled in the full UX design process from user research, stakeholder interviews, and heuristic evaluations through information architecture, wireframing, and high-fidelity prototyping in Figma. Proven ability to synthesize complex user research into clear design decisions that improve usability and drive measurable outcomes. Experienced working on large-scale enterprise engagements where UX artifacts directly shaped product direction and stakeholder decisions.

EXPERIENCE

NAGARRO Gurugram, Haryana

Associate UX Analyst *APR 2025 – PRESENT*

UX Research & Concept Design Al Jazira Capital, KSA (Wealth Management)

- Conducted 10+ in-depth stakeholder interviews and focus group discussions with department heads across front office, middle office, and back office uncovering unmet user needs, workflow friction, and business constraints across the wealth management platform.
- Performed a full heuristic evaluation of Al Jazira Capital's existing product, identifying usability issues across key user touchpoints and documenting findings with severity ratings and design recommendations.
- Led competitive analysis across 5 leading wealth management platforms, benchmarking features, UI patterns, and visual design to identify industry gaps and opportunities for differentiation.
- Synthesized all research into user personas and customer journey maps for distinct user segments, capturing goals, pain points, emotional highs and lows, and unmet needs across the end-to-end product experience.
- Translated research findings into prioritized digital use cases, identifying the highest-impact opportunities and mapping them to user problems and business goals.
- Created concept designs for select high-priority use cases designing screen-level UI concepts for different user segments to communicate product direction and design intent to senior stakeholders.
- Authored a 260+ page research and design report consolidating all research insights, Executive summary personas, journey maps, competitive findings, Vision Calibration, Target Enterprise Architecture, Roadmap, Digital north star, use cases, and concept designs presented directly to senior leadership to guide the client's digital product strategy.

Project: UX Design AI Dominance (Internal AI Enablement Platform, Nagarro)

- Defined the information architecture and navigation model for AI Dominance, Nagarro's internal AI platform, designing intuitive user flows that enabled employees across departments to discover and adopt AI tools with minimal onboarding friction.
- Created end-to-end wireframes, interaction flows, and high-fidelity clickable prototypes in Figma, iterating across multiple design rounds based on usability feedback from cross-functional teams.
- Facilitated moderated usability testing sessions, identified key friction points in the prototype, and applied research findings to iterate the design achieving a 4.5/5 internal user satisfaction score post-launch.
- Designed UX artifacts including user flows, task flows, and component-level interaction patterns that defined how different user roles core team, operations, and department SPOCs experience the platform.

RABBIXEL DESIGN STUDIO Panchkula, Haryana

UX And Brand Designer *Aug 2024 – Dec 2024*

- Designed brand identities and visual systems for 70+ clients across diverse industries, delivering cohesive logos, color palettes, typography systems, and brand guidelines that ensured consistency across all touchpoints.
- Collaborated directly with stakeholders in discovery workshops to extract business objectives and translate them into compelling visual identities and user-facing digital experiences.
- Contributed to UI design for client websites and digital platforms, owning layout design, component libraries, and visual consistency across responsive interfaces.

LEADERSHIP & ACTIVITIES

ARQEN DESIGNS PVT Remote

Co-founder and UX Designer *Aug 2024– Present*

- Designed product interfaces and end-to-end user flows for startups, owning the full design process from user research and wireframing to high-fidelity UI and design system creation.
- Worked directly with founders and stakeholders to translate business requirements into user-centered design solutions, delivering scalable UI components and brand identity systems across multiple products.

EDUCATION

LOVELY PROFESSIONAL UNIVERSITY Punjab, India

(B.Des), Graphic Design, Specialisation: UI/UX Design, 8.54 CGPA *2021 -2025*

FERGUSSON COLLEGE Pune, India

Higher Secondary Certificate (HSC), 78.00% *2019 -2020*

SKILLS & INTERESTS

UX Research: Stakeholder Interviews, Focus Group Facilitation, Contextual Inquiry, Heuristic Evaluation, Competitive Benchmarking, Usability Testing, A/B Testing, Market Research
UX & Product Design: Information Architecture, User Flows, Wireframing, Prototyping,
Strategy & Deliverables: Digital Transformation Strategy, Journey Mapping, Personas, Experience Maps, Service Blueprints, UX Audit Reports,
Tools: Figma, FigJam, Miro, Adobe Photoshop, Adobe Illustrator, Maze (Usability Testing) \
Soft Skills: Cross-functional Collaboration, Design Thinking,
Languages: English (Professional), Hindi (Native), Marathi (Native)