

ADITYA PATIL

EXPERIENCE DESIGNER

CONTACT

adiipatil77@gmail.com

(+91) 94208 49370

[Linkedin](#)

Design Portfolio: www.adityap.co.in

KEY ACHIEVEMENTS

- Saved \$750K+ annually by replacing the third-party research tool with a custom in-house AI-powered research tool used by research analysts.
- Increased customer base by 100% (from ~434K to ~870K) for 5Paisa's mobile trading app by leading the UX design and research.
- Achieved a System Usability Score (SUS) of 62 for the JP Morgan Asset Management tool.
- Reduced customer support requests by 40% and doubled bill collection at Airtel IoT by redesigning the bill payment flow and making it more prominent on the enterprise tool dashboard.

AWARDS

- Fintech product at JP Morgan nominated for UK Banking Tech Awards 2024.
- Ranked 4th in the Reply Challenge for UX design of Pam App.

WHY SELECT ME

My unique combination of user-centred design and user research skills makes me a strong fit for this role. I base my design decisions on data and real user insights, ensuring solutions that contribute meaningfully to the company's growth and success.

SKILLS

UX Design: User-Centred Design, Visual Design, Interaction Design, Wireframe (Low-to-High Fidelity), Iterative Prototyping, Mobile and Responsive design, Design Systems, Accessibility, User Interviews, Usability Testing, Surveys, Journey Mapping, A/B Testing, Analytics, User Journeys, Research, SaaS

Communication: Stakeholder Engagement, Co-creation Workshops, UX Writing, Facilitation & Design Reviews, Client Communication, Cross-functional Collaboration, Visual Storytelling, Documentation & Design Handoff

ABOUT ME

Experience designer with 5 years of experience working in finance domain. I design research-driven, scalable systems that deliver impact, doubling engagement, reducing task time by 50%, and saving £750K+ through AI-powered tools. At JP Morgan, I led end-to-end product design for the Asset Management platform, enhancing discoverability and usability. I thrive in fast-paced, data-led teams building complex but intuitive experiences.

WORK EXPERIENCE

Experience Designer & Researcher

JP Morgan Asset Management | UK | Nov 2021-Jun 2025

- Led end-to-end design from MVP to beta launch for JP Morgan's asset management tool by **cross-collaborating** with developers, managers, and business analysts in an **agile environment**, enabling asset managers.
- **Saved \$750K+** annually by leading the end-to-end design of an in-house AI summarisation tool, **increasing** analyst **efficiency** by **50%** and eliminating third-party tool dependency.
- Advocated for a responsive redesign using **Kibana data** showing **56% user friction**, resulting in a more accessible, cross-device experience and improved usability scores.
- **Contributed** a document viewer pattern and **reusable components** to the internal **design system**, enabling cross-stream designers and developers to build consistent interfaces and accelerating delivery across multiple products.
- **Prioritised effectively** across **multiple concurrent projects** by standardising **design handoffs** and using structured **design review** with the cross-functional team to maintain momentum and clarity.
- **6x increase** in active **user base** by expanding access to **four new lines of business**, while sustaining a consistently high user retention rate through continuous **design iterations** informed by **usability testing** and direct user feedback.
- **Reduced** user report analysis **time** by **50%** by integrating an AI tool into a document detail page to generate summaries, streamlining research analyst workflows.
- **Created** and operationalised a scalable **design framework** inspired by Information Foraging Theory to unify UX language, enhance content discoverability, and inform **feature prioritisation**.

Senior UX Designer

The Minimalist Pvt Ltd | India | Jun 2019-Sep 2020

- Led a **cross-functional team** of UI and UX designers to craft tailored product strategies and end-to-end designs (from low to high fidelity) for fintech, telecom, and e-commerce apps across **desktop and mobile formats**.
- Achieved a **100% increase** in **customer retention** (from ~434K to ~870K users) by enhancing the 5Paisa mobile trading app through moderated **usability testing** and **rapid prototyping** using **Figma**, based on data driven insights and user feedback.
- **Increased bill collections** by **300%** (from ₹50 lakhs to ₹2 crores) by enhancing the bill payment user flow which reduced friction.
- **Increased** Airtel Direct to Home (DTH) **user base** by **30%** through strategic design improvements, enhancing customer engagement.
- **Reduced** customer service **dependency** by **40%** by designing an automated conversational help & support module, improving user satisfaction and internal efficiency.

SKILLS

Tools: Figma, Miro, Figjam, Adobe Creative Suite, Pendo Analytics, Kibana Analytics, Maze, Motion Design, HTML, CSS

EDUCATION

Masters in Design Innovation & Service Design

Glasgow School of Arts, UK

Bachelor of Engineering (Mechanical)

University of Pune, India

CERTIFICATION

Measuring UX and ROI

Nielsen Norman Group (NN/g)

Investment Essential Program

JP Morgan Chase

Interaction Design

Indian Institute of Technology, Guwahati, India

UX Design

Interaction Design Foundation

WORK EXPERIENCE

UX/UI Designer

Eduspace technologies Pvt Ltd | India | Jun 2018-May 2019

- Enhanced user experience of web and mobile-based applications by reviewing and improving existing designs.
- Developed a Content Management System (CMS) project tailored for teachers, enabling them to create and manage their classes, education material, and test sessions.
- Collaborated with teachers to understand their needs and ensure the CMS project met their requirements.

Graphic Designer

Creintech Solutions LLP | India | Nov 2016-Jun 2018

- **Increased** the social media **user engagement by 30%** through copy writing for the marketing collaterals.
- Learned and applied motion design using Adobe After Effects to create social media marketing posts and enhance UI micro-interactions, improving user engagement.

Co-Founder & Designer

Startup Pune | India | Jun 2016-Jun 2017

- Conceptualised and executed six to eight quarterly networking events featuring prominent tech entrepreneurs, attracting 100+ attendees per event and facilitating 30+ mentorship connections between attendees and speakers.
- Led design operations and developed the brand identity, enhancing market positioning.

PROJECTS

Service Designer & Researcher

Scottish Education System | Scotland, UK | Jun 2021-Sep 2021

- Created service blueprints and co-designed patient communication tools to reduce delays and anxiety during onboarding and discharge.
- Defined future-state service journeys to bridge systemic gaps across institutions, caregivers, and users.

Designer & Researcher

National Health Services (NHS) | Scotland, UK Service | Jan 2021-May 2021

- Conducted focus groups and interviews with caregivers, GPs, and patients to uncover communication gaps.
- Synthesised qualitative and desk research to inform service strategy.
- Built ecosystem maps and user journey maps to identify patient pain points and intervention opportunities.
- Contributed to the creation of the "Q Cards" communication system, improving communication for patients with Motor Neurone Disease (MND)