



Divesh Borse

Sr. Product Designer at Microsoft AI

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Crafting AI experiences that add value and delight millions.

EXPERIENCE

Product Designer II (Microsoft Edge)

Microsoft IDC - Full time

Hyderabad, India (2023 to present)

- 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**.
- Led the designs for PDF Next feature to increase browser engagement via PDF MAU for **33-35 million mins BSoM (Browser Share of Minutes)**.
- Led the design of the India Growth feature, creating a Taskbar Thumbnail for the IPL tournament with estimated **increase of Edge BSoM by ~9%**.
- 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**.
- Participated** and **executed** insights from user study for different geographic location on key features of Edge browser.

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**
- 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.

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

Sketch

Protopie

Adobe Creative Suite

ChatGPT

Miro

User Testing

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

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.