



# Divesh Borse

## Sr. Product Designer

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solving human problems through product thinking & usability.

### EXPERIENCE

#### Product Designer II (Microsoft Edge)

Microsoft IDC - Full time Hyderabad, India (2023 to present)

- Owned design for multiple strategic areas in browser experience including **Reading, India Growth and Autofill/Passwords**.
- Led the designs of **critical features** in the browser, addressing productivity needs for millions of users in both enterprise and consumer spaces.
- Collaborated with triad partners to craft many of the current features in Edge, such as **Reading Experiences (Full page/Select & Translate & Read aloud)**.
- Led the designs for PDF Next feature to increase browser engagement via PDF MAU for the goal of **33-35M mins BSOM**.
- **Participated and executed** insights from user study for different geographic location for PDF Next Feature area.
- Led the design of the India Growth feature, creating a Floaty button for the IPL tournament with estimated **increase of Edge BSOM by ~9%**.
- **Initiated efforts** to enhance Edge visibility through vlogs across various geographies.
- Spearheaded initiatives to improve the signal score for **Confidence in Organizational Leadership**.

#### Sr. Product Designer

Publicis Sapient - Full time Bangalore, India (2021 to 2023)

- 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 & **increased users productivity by including ecosystem**.
- 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.

### EDUCATION

#### Master's in Design - UX & Product Design

Indian Institute of Information Technology, Design and Manufacturing, Jabalpur Jul 2021

#### Bachelor's in Engineering - Mechanical

Sinhgad Institute of Technology, Lonavala Jun 2014

### 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.

## 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.