Ashish Durgude

Product Designer

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EXPERIENCE

Single Origin — Product Designer

San Francisco, CA | September 2022 - March 2024

Led all design initiatives and entire product/UX design efforts. Established design principles and guidelines to improve design efficiency and consistency for our AI/ML query optimization platform. He successfully published more than 35+ product design projects (SaaS), created a design system from scratch, and built a brand from scratch

As a core member of the founding team, he was responsible for driving product strategy as well as making business decisions to scale product offerings that help enterprises automate semantic management across all their data, which led to getting our initial paid customers (0 →1) and 56% increase in user engagement

He utilized data to make informed design decisions and measure the success of design initiatives. He conducted user interviews and user tests, facilitated design reviews, and worked on the end-to-end design process to ship a robust experience for our users, which led to a 67% increase in user conversion rate

Nutanix — UX Designer

San Jose, CA | June 2021 - August 2022

Owned and shipped 10+ UX projects within “Nutanix Prism Central,” an IaaS application, and “Nutanix Insights,” a Monitoring & troubleshooting application used by 15k+ customers worldwide

Conducted user interviews and gathered insight from analytics tools to redesign the Information Architecture of the “Nutanix Insights” product, which reduced time on task by 23%, and developed product strategy for upcoming sprints

Collaborated with cross-functional teams, such as software developers and product managers, to translate insights into actionable UX recommendations

Co-mentored the summer 2022 UX design intern by making him familiar with Nutanix products, the design process, and his project domain, which led to him having a better understanding of his project and exposure to a real-world work environment

Red Hat — Product Designer

Bangalore, India | September 2017 - June 2019

Led and launched multiple developer tools projects across “OpenShift,” a PaaS product, and “OpenShift.io”, a SaaS product, which had 10000+ daily active users

Created and refined UI components for the Red Hat design system and redesigned Red Hat products to maintain consistency and UI standards, which increased task success rate by 30%

Published a research case study on collaboration methods between designers and developers in the enterprise work environment, which led to including the practices mentioned in this study to the DesignOps at Red Hat

EDUCATION

MS, Human-Computer Interaction

Indiana University

August 2019 - May 2021

BE, Computer Engineering

Pune Institute of Computer Technology

June 2013 - May 2017

MENTORING

ADPList UX Mentor

Mentoring UX design students, aspiring designers, and early-career designers on building a compelling portfolio, portfolio presentations, and strategies to get UX design internships and full-time jobs

https://adplist.org/mentors/ashish-durgude

SKILLS

Visual Design, Interaction Design, Usability Testing, Product Strategy, User Research, User-Centered Design, Information Architecture, Wireframing, Design System, Prototyping, Heuristic Evaluation, User Personas, Cognitive Walkthrough, Agile Methodology, Figma, Sketch, HTML, CSS, Webflow

DOMAIN EXPERTISE

AI/ML, SaaS, IaaS, PaaS, DevTools, Insights, and Analytics