AARAV DIXIT

PRODUCT DESIGNER

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SUMMARY

Product designer and final-year UX Design student with 2 years of client work across consumer, enterprise and public-sector products. Designed Google's Pixel demos used by **220K+ people a month**, led design for a **4-product EdTech platform**, and builds the design systems that hold products together. Works from research to prototype to engineering handoff, and builds with AI daily.

EXPERIENCE

NITI Aayog

Jul 2026 – Sept 2026

Research Intern, Economics & Finance-II Vertical — New Delhi, India · On-site

- Audited the **redesigned NITI Aayog website** with NIC against the **UX4G design system** and GIGW standards, testing it for usability and accessibility.
- Spotted a transparency gap and **self-initiated a public portal** showing data centres' water impact to residents and investors; prototyped it and pitched it to senior officials.
- Mapped the investor journey across agencies as a service blueprint, showing delays came from **missing coordination, not missing law**; this framed the policy study's recommendations.

Unison Flow

Mar 2025 – Feb 2026

Design Lead — New Delhi, India · Hybrid

- Owned 0-to-1 design of a **4-product EdTech ecosystem** (student app, LMS, vendor system, admin CMS), from information architecture and core flows to MVP handoff.
- Built a **unified design system** and component library used across all 4 products, keeping the UI consistent and speeding up developer handoff.
- Ran iterative usability testing with PMs and engineers and **mentored 2 designers**, delivering MVP-ready features on schedule.

Smollan

Apr 2024 – Mar 2025

UI/UX Designer, contracted to Google — Singapore · Remote

- Led design and Gemini micro-interactions for the **Pixel 8 and Pixel 9 interactive demos**, letting shoppers try Gemini, Magic Editor and Add Me in the browser. Live on **33+ retailers in 9 countries**, reaching **220K+ monthly users** with a **29s average dwell time**.
- Led end-to-end UX/UI for **Onehub**, a global retail operations app, from research to developer handoff with a team of 3 designers; **52K+ downloads**.

Brandcontext.ai

Sept 2024 – Feb 2025

Design Consultant — San Francisco, USA · Remote

- Designed a **QR-triggered, voice-first retail demo** for **HTC VIVE Eagle** AI glasses, covering VUI flows, microcopy and QA with persona walkthroughs.
- Designed a **voice user interface concept for Sony**, later won as a **full engagement**.
- Designed a 0-to-1 field app and admin console for a pharmaceutical client's field teams.

Constituents of AI

Jun 2024 – Sept 2024

Design Consultant — Remote

- Designed ZPlan, an AI analytics platform that **cut analysis time by ~40%** by turning complex workflows into a decision-focused MVP; **submitted to Y Combinator**.

EDUCATION

Avantika University (MIT Institute of Design)

2023 – 2027

Bachelor of Design, User Experience Design — Ujjain, India

SKILLS

Design Interaction Design, Voice UI, Mobile UI, User Flows, Wireframing, Interactive Prototyping, Design Systems, Information Architecture, Motion Design, Visual Design, Accessibility

Research User Research, Usability Testing, Competitor Analysis, Service Blueprinting

Tools Figma, Framer, After Effects, Illustrator, Photoshop, Jira, Notion, HTML, CSS, Claude Code, OpenAI Codex, Lovable

AWARDS

People's Choice Award — FigBuild 2026 · Figma's student design-a-thon

Project Shortlisted — Young Designers League 2026 · All India Design Competition

Certifications AI Fluency for Creative Work (Anthropic) · Design That Scales: Sustainable Design Systems (Packt) · Design Thinking for Business Innovation (Packt)