Eeshani Barve

Product Designer

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Work Experience

Lead Product Designer | SproutMe AI

Feb 2026 - Present

- Product Strategy & IA: Lead end-to-end product design, defining information architecture, product architecture, and user journeys for an AI-powered marketing platform.
- AI-First Product Design: Champion an AI-first approach, designing intelligent, agent-driven experiences that leverage automation, contextual intelligence, and human-in-the-loop interactions.
- 0-to-1 Product Development: Drive product development from concept to launch, translating business goals and emerging AI capabilities into scalable product experiences.
- User Research & Discovery: Conduct user research, understand customer needs, identify pain points, and translate insights into product opportunities and design solutions.
- UX & Interaction Design: Design intuitive workflows, user journeys, wireframes, and high-fidelity interfaces for complex AI-powered marketing tools.
- Design Systems: Establish and maintain a scalable design system with reusable components, UI patterns, and guidelines.
- Cross-functional Leadership: Collaborate with founders, product stakeholders, and engineering teams to shape product vision, prioritize features, and drive design execution.

Product Designer | Office Integrators Inc.

Oct 2025 - Feb 2026

- Design end-to-end web and mobile products for startups and companies, shaping early concepts into shippable experiences.
- Define user flows, information architecture, and interaction patterns; build design systems and high-fidelity prototypes.
- Partner with founders and engineers to scope MVPs, refine requirements, and iterate quickly on feedback.

User Experience Designer | Holiday Channel

Nov 2024 - Oct 2025

- Designed a C2C & small-business marketplace with scalable, accessible design systems in Figma and Adobe Suite.
- Shaped core commerce features (seller dashboard, chatbot, live shopping, moodboard discovery) to streamline buyer–seller journeys.
- Produced responsive web and mobile wireframes and prototypes for fast developer handoff and trustworthy experiences.

User Experience Designer | Teens in Public Service, Seattle

Jan 2024 - Nov 2024

- Designed a sponsor-focused site and fundraising experiences, increasing community engagement by 20%.
- Created videos, presentations, and UX artifacts (journey maps, storyboards) to align stakeholders and tell impact stories.
- Ran usability tests with 25+ participants to clarify flows, improve accessibility, and strengthen the nonprofit's digital brand.

Product Designer | Neodes Design, Pune

Dec 2021 - June 2023

- Designed experiences for IoT medical devices (ventilators, smoke evacuators), reducing user errors by 35% through research iteration.
- Built iconography, interface templates, and modular systems for consistent embedded interfaces.
- Collaborated with engineers and clinicians to deliver production-ready UIs, demo prototypes, and training visuals.

Education

MDes, Interaction Design | California College of the Arts, San Francisco *Aug 2023 - Aug 2024*

BDes, Product Design | MIT Institute of Design, Pune *Jun 2017 - Jun 2021*

Skills

Product Ideation | Design Thinking | Problem Solving | Storytelling | Wireframing | Rapid Prototyping | Personas & Storyboards | Information Architecture | Systemic Design | User Research | Journey Mapping | Usability Testing | Contextual Inquiry | Service Design | Physical Product Interface Design | Empathy Maps | Responsive Web & App Design | Mobile Design

Tools

Figma | Adobe XD | Illustrator | Photoshop | InDesign | Sketch | InVision | Webflow | Framer | Blender | Spline | Fusion 360 | Rhinoceros 3D