



Aarsh Desai

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Professional Summary

Senior Product Designer with experience shipping consumer-facing products from concept to production. Known for fast, high-quality execution in Figma, strong partnerships with engineering, and building scalable, accessible design systems. I turn ambiguous problems into clear, ready-to-build solutions and elevate team workflows through cross-functional collaboration.

Professional Experience

Product Designer | State Farm | 2023 – Present

- Co-led the end-to-end design of the State Farm Home+ mobile app, shaping the core UX and shipping **10 releases**
- Designed claim-mitigation features projected to **save \$1.65M annually** by reducing friction and improving task completion.
- Partnered closely with **Product** and **Engineering** to plan phased pilots with **200+ employees** and **170+ external users**
- Contributed to smart-home initiatives connected to a **360+ patent ecosystem**, supporting new consumer experiences
- Collaborated with **Design Systems** and Mobile DS teams to deliver accessible, cross-platform components at scale
- Led **Figma training**, design workshops, and mentorship to improve design velocity and file quality across teams

UX Generalist | State Farm | 2022–2023

- Designed and launched multiple early-stage pilots exploring new service models and digital products
- Earned **two patents** for design-led innovation from rapid experimentation and concept validation
- Led UX for the Wattbuy pilot, attracting **275K unique users** and generating **\$62K in revenue**
- Delivered user flows, prototypes, and research insights to support product decisions across cross-functional teams

UX Intern | State Farm | 2021

- Improved customer-facing billing and payment flows used for **4M+ monthly transactions**.
- Contributed to redesigns of high-traffic payment interactions supporting **10B+ annual dashboard interactions**.

Core Skills

Product Design:

- Interaction Design, Rapid Prototyping, User Flows, UI Design, Usability Testing

Design Systems:

- Components, Variants, Tokens, Accessibility, Documentation, Cross-Platform Consistency

Collaboration and Execution:

- Engineering Partnership, Dev-Focus Design, Fast Iteration, Rapid Figma Work, Clean File Structure, Visual Clarity

Design Tools:

- Figma (Advanced), FigJam, Mural, Adobe Suite, HTML/CSS (basic), SwiftUI (basic)

Projects

UX Design Lead | Blendline Motorsports | 2020–2021

- Led the design of a competitive racing platform that allows racers to engage at different times.
- Created the complete consumer flow, prototypes, and user testing plans.

UX Designer | Caterpillar | 2020

- Designed a modernized catalog and fleet management experience for asset and project managers.

UX Designer | Pekin Insurance | 2020

- Designed a mobile portal for policyholders to access plans and make secure payments.
- Oversaw team delegation and adapted workflows during the transition to remote work.

Education

Bachelor of Science in User Experience Design

Bradley University | 2017–2021

Minors in Graphic Design and Social Media Marketing

Patents

Systems and Methods for Multimedia Document Relational Storage and Retrieval

US-20250005070-A1 — Issued Jan 2, 2025

US-20250005071-A1 — Issued Jan 2, 2025

Improved Graphical User Interface (GUI) for Do-It-Yourself (DIY) Projects, Explanations, and Recommendations

Application 18/948,635 — Pending

Insights to Improve a Property

Application 19/020,186 — Pending

Skill Level Determination and Recommendations for Do-It-Yourself (DIY) Projects

Application 18/948,655 — Pending

Additional Experience

Freelance Web Design:

- Mid-Illinois Corvette Club, Sara Whitney Books, Janssen Aviation, and others.