

Kaustubh Barde

Product Designer

www.kaustubhbarde.com
bardekaustubh@gmail.com
+1 812-325-7345
San Francisco, CA

EDUCATION

M.S. Human Computer Interaction
Indiana University Bloomington, 2015-17

**B.E. Electronics and
Telecommunication Engineering**
Mumbai University, 2010-14

AWARDS

Winner, Student Design Competition
ACM Human Robot Interaction 2017
Vienna, Austria

COMPETENCIES

Design Thinking
Design Strategy, Competitive Analysis,
Storytelling, Design Sprints

User Experience Design
Interaction Design, User Interface Design,
Visual Design, Information Architecture,
Prototyping

User Experience Research
Interviews, Contextual Inquiry, Surveys,
Usability Testing, Journey Mapping,
Persona Development

Tools
Figma, Adobe Creative Cloud (Illustrator,
Photoshop, XD, After Effects, InDesign),
Sketch, Invision, Framer, HTML, CSS,
JavaScript

LEADERSHIP

We Design Code, Co-founder and
Instructor, 2013-18

Paradigm of Life, Mentor, 2011-14

Google Developer Groups Mumbai,
Co-organizer, 2012-14

WORK EXPERIENCE

Salesforce, Senior Product Designer

Aug 2019 - Present, San Francisco, CA

Project: **Salesforce CDP**

Kickoff: Aug 2019 | Pilot: Nov 2019 | Launch: Aug 2020

Salesforce CDP is a new declarative tool for marketers and analysts to unify data from various sources for insights, analysis, intelligence, and audience segmentation empowering personalized marketing.

- Lead the design strategy and product design from inception to launch for core product features - **Data Ingestion and Modeling, Calculated Insights, Identity Resolution, and Extensibility** based on business requirements and user needs.
- Conducted various primary and secondary research activities with internal stakeholders and end-users for requirement and roadmap validation, concept valuation and usability testing.
- Planned and organized design sprints and collaboration workshops to design the product vision for Salesforce CDP.
- Presented the product vision to the executive stakeholders to facilitate project buy-in and funding.
- Crafted design prototypes illustrating customer stories for product demos at customer sales and marketing events such as Dreamforce, TrailheadDX, and other conferences.

Salesforce, User Experience Designer

May 2017 - July 2019, San Francisco, CA

Project: **Customer 360 Data Manager**

Kickoff: Jun 2017 | Pilot: Aug 2018 | Launch: Aug 2019

Customer 360 Data Manager lets users connect all customer data from multiple Salesforce accounts, Commerce Cloud instances, and even systems outside Salesforce to build a single source of truth.

- Designed and delivered the end-to-end product experience for two primary product features - **Identity Resolution and Data Stewardship**.
- Co-presented at Dreamforce '18 on "Building a People-Focused Data Stewardship Practice" attended by over 100 participants.

Salesforce, User Experience Design Intern

May 2016 - May 2017, Indianapolis, IN

- Designed the user experience for the Salesforce Marketing Cloud Android App using Material Design System, enabling users to track performance across multiple brands, take actions and collaborate with teams.

Freelance Graphic & Web Designer

2012 - 2015, Mumbai, India

- Worked with 12 clients to design and develop websites, content management systems, and promotional campaigns by analyzing their business requirements.