



Aishwarya Karve

LEAD PRODUCT DESIGNER



Crafting Delightful Experiences from Zero to One

With over 15 years of expertise, I've been a guiding force for start-ups, scale-ups, and top-tier brands. From inception to enhancing features for established products, my dedication lies in shaping innovative digital experiences that make a lasting impact.

EXPERIENCE

Marks & Spencer | Lead Product & Experience Designer

Oct 2018 - Present

Crafted seamless user journeys blending digital and in-store experiences, driving an impressive 18% improvement in Net Promoter Score (NPS). Spearheading projects such as Product Display Page, Sparks Loyalty Scheme, Personalisation, Outfitting, and Navigation, I played a pivotal role in M&S's digital transformation, contributing to the acquisition and retention of 32 million active customers.

ARK Design Studios | Head Of Design

Sep 2018 - Present

Led diverse design projects across blockchain, fin-tech, prop-tech, health-tech, and HR-tech sectors. With a knack for organising chaos into structured data, I specialise in crafting meaningful user journeys and consistently delivering delightful experiences that push creative boundaries and surpass client expectations.

Neilson Financial Services | Principal Product Designer

Sep 2016 - Sep 2018

Led the charge in crafting captivating digital experiences for our financial products. By harmonising art and science, I delivered innovative solutions that deeply resonated with customers, setting new standards in the industry.

Ladbrokes | Senior UI/UX Designer

Dec 2014 - Sep 2016

I spearheaded a pioneering initiative—the first multi-channel bet status tracker—redefining the bookmaking landscape. With innovative design prowess, I transformed the entire betting experience, setting new benchmarks in user engagement and satisfaction.

Sirena Learning | Art Director

Sep 2012 - Nov 2014

I led the charge in delivering solutions that embodied the perfect fusion of quality and brand integrity. I steered the creative process to exceed strategic objectives and surpass client expectations consistently.

CONTACT

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PORTFOLIO

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SKILLS

Product Thinking

Human Computer Interaction

Design Strategy

Service Design

Design Workshop

User Research

Journey Mapping

UX Design

Prototyping

Visual Design

Design Mentoring



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KEY PROJECTS

HR Tech | Switzerland

Sep 2023

As a founding Product Designer, I led a groundbreaking recruitment revolution, empowering employers to pitch roles to top talent. From ideation to launch, I brought pioneering ideas to market within 1.5 years, securing US \$2.5 million in seed funding and establishing a dynamic team of 5 designers and a researcher. Together, we reshaped the hiring landscape and drove impactful change.

E-Commerce (Personalisation & Outfitting) | London

Dec 2022

As the Lead Product Designer in M&S's pioneering Mission team, I fostered seamless collaboration across diverse teams to craft relevant, personalised experiences. Over 2 years, our efforts propelled customer interactions from 20 million to 500 million, driving over 8.3 million recommended products sold and an impressive £73 million in incremental revenue. Together, we simplified lives, inspired customers, and made a profound impact on the bottom line.

Retail (Loyalty Scheme Relaunch) | London

Aug 2020

As the driving force behind M&S's loyalty scheme relaunch, I led a collaborative effort to redefine loyalty experiences. Our digital-first approach propelled our app to the top spot in the App Store's shopping category during launch week, surpassing even Amazon. With our customer-centric design, we amassed 10 million Sparks users in just 10 months, showcasing the transformative impact of our collective efforts.

MENTOR

Fuelled by a passion for democratising mentoring, I volunteer at [ADPList](#), connecting with aspiring designers and fostering opportunities for their growth, while promoting connections across diverse backgrounds.

EDUCATION

HCI For AI Design System

Cambridge University | Dec 2023

Master's In Design (MA)

University of London | Dec 2012

Bachelor's In Design (BDes)

Symbiosis University | Dec 2009

TOOLS

Figma

Sketch

Adobe Creative Suite

Framer

ProtoPie

Miro

Hotjar

Content Square

Asana

Jira

RECOMMENDATIONS