Devyani Pawar

PRODUCT DESIGNER

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SUMMARY

I create systems, behaviours and solutions with design as a medium. Product designer with 3.5+ years designing complex, data-heavy enterprise and government platforms, currently at GravityOne designing for the Abu Dhabi Executive Office. I own work end to end, from stakeholder research and workflow mapping to design systems and developer handoff. Experienced in embedding generative AI into collaboration workflows, with domain depth in GovTech, AgriTech, insurance and commodity trading.

EDUCATION

National Institute of Design, Madhya Pradesh — Jun '19 – Jul '23
Bachelor of Design | Communication Design

EXPERIENCE

GravityOne — Apr '25 – Present (1.5+ yrs)
Design Strategist • Bengaluru

- Led the end-to-end UX redesign of the **Abu Dhabi Executive Office's** internal request management and approval platform, conducting stakeholder interviews, workflow mapping and iterative usability testing to turn a legacy system into an intuitive, high-efficiency platform, **shipped in 4 months**, **cutting steps to primary tasks by 65%**.
- Drove **AI-first product innovation** for a large-scale collaboration platform, embedding generative and assistive intelligence into **4 core user workflows** to reduce manual overhead and improve decision-making speed.
- Led 2 designers to architect a **product-agnostic design system** built to serve **6+ existing products** and scale to new ones, making product revamps **3.5x faster**.
- Curated the overall **brand narrative and GTM collateral**, positioning the brand for global events across the GCC with a cohesive visual identity across touchpoints.

Absolute — Jan '23 – Mar '25 (2+ yrs)
Founder's Office • Gurugram

Senior UI/UX Designer — Sep '24 – Mar '25

- Designed the **crop insurance data-validation app flow** for the government's **PMFBY** scheme, reducing fraud risk by streamlining field data entry and cross-verification.
- Redesigned the Absolute corporate website, **reducing the drop-off rate by 27%**.

UI/UX Designer Promoted — Jul '23 – Sep '24

- Led the end-to-end design of the Inera agri-input website, from research to launch in **4 months**. It **doubled lead generation** and **raised brand recall by 80%** among first-time users, with **95% of tested users** finding what they needed quickly.
- Designed and supported the development of an **immersive scrollytelling site** for Futures by Xenesis, a global science fellowship, in 8 weeks. Also led design for global event material, including **COP28**.

Graduation Project — Jan '23 – Jul '23

- Designed **trading dashboards** for Absolute's global commodity trading unit, turning complex, data-heavy workflows into clear, scannable views.

Foundit (formerly Monster India) Internship — Jun '22 – Aug '22
Graphic Design Intern • Bengaluru

- Designed UI/UX for a **candidate assessment dashboard** and performance report, improving readability for hiring stakeholders.

Madhya Pradesh Text Book Corporation — Aug '22 – Sep '22
UX Researcher • NID Madhya Pradesh Project

- Ran **contextual inquiry** and behaviour analysis with Class 1–12 students to find pain points in textbooks, and turned the findings into design recommendations.

AWARDS

D'source Corona Design Challenge — Jun '20
Winner | IDC, IIT Bombay

SKILLS

Product	End-to-End Product Design · User Research & Usability Testing · Contextual Inquiry · Information Architecture · Interaction Design · Design Systems (Tokens, RTL) · Accessibility (WCAG) · AI/LLM Experience Design · Prototyping · Workflow Mapping
Tools	Figma · FigJam · Figma Make · Claude Code · Antigravity · Lovable · Miro · Dovetail · Maze · Adobe Suite
Domains	GovTech · AgriTech · Insurance · Commodity Trading · Enterprise SaaS