

# Diksha Dinesh

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## Experience

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2024–Present

### Adriotsquare · Product lead · Raleigh, NC

On-demand design production firm for publishing and merchandise

- Responsible for migrating proprietary workflow management platform from web to mobile, leading a team of 3 designers and engineers; with an estimated revenue increase of \$300,000 per month

2023

### Adobe Inc · MBA Intern, Adobe Commerce · San Jose, CA

- Designed A/B tests to improve payment conversion by analyzing engagement data and applying UX principles; secured investment with an estimated annual recurring revenue increase of \$1.5M

2020–2022

### Intuit Inc · Senior Product Designer, Cash Flow AI · Mountain View, CA

- Launched company's first cryptocurrency product as lead designer; independently directed a cross-functional team of designers, engineers, and lawyers; processed \$84K of purchases in 30 days
- Owned end-to-end design for early-stage product (~400K MAU), defined and executed strategy with team of 30 engineers and data scientists across web and mobile; grew MAU by 40% in 18 months
- Collaborated with engineers to migrate product from linear to relational database, identified technical requirements, and redesigned end-to-end user experience; reduced loading errors by ~86%
- Analyzed usability and engagement data to iteratively change user experience; grew engagement to 94% in 2 years, team was one of two to receive the Scott Cook Innovation Award in 2022
- Developed a weekly rapid multivariate experimentation program to define content best practices, launched 2 tests every week, and analyzed results; leading to 26% increase in customer engagement
- Led design thinking sprint with data scientists and content designers, developed user personas, articulated compelling vision; presented to leadership and secured investment in 3-year roadmap
- Facilitated remote ideation sessions and weekly product reviews attended by 20+ cross-functional team members and leadership; evangelized culture of critique and feedback-sharing across all levels

2018–2020

### Intuit Inc · Product Designer, AI Planner · Mountain View, CA

- Spearheaded testing to validate new product idea by coding high-fidelity prototypes, launched dry tests and analyzed quantitative results; presented recommendations to Senior stakeholders
- Standardized Intuit's first mobile data visualizations into a design system; maintained 50+ components to ensure scalability, accessibility, and consistency across three products on iOS and Android
- Aligned key cross-functional stakeholders using customer retention data to prioritize key user interface improvements; designed and implemented changes to increase product discovery by 30X in 7 days

## Tools

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Figma (prototypes, FigJam, and Slides), After Effects, Photoshop, Illustrator, HTML/CSS + JS, Principle, JIRA, Amplitude, Tableau, SQL

## Skills

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UX UI, Research, Ideation, Wireframing, Prototyping, Storytelling, Product and project management, AI/ML, Customer analytics, Content design, public speaking

## Education

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### Kellogg School of Management + McCormick School of Engineering Northwestern University Dual degree MBA and MS Design Innovation (MMM)

Evanston, IL

Class of 2024

Major: Marketing, with

coursework in Design

Thinking and Technology

Management

Leadership: Led Figma

training sessions attended by

150+ students and faculty

Elected Section Leader by 75

first-year students

### Savannah College of Art and Design (SCAD)

#### Bachelor of Fine Arts

Atlanta, GA

Class of 2018

Major: Graphic Design, minor

in Business Management

3.97, Summa Cum Laude

## Ask me about

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Craft coffee, Saturday Night Live, and fountain pens