

Aditi Subba

Lead UI/UX Designer

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🔗 Portfolio

🌐 linkedin

SKILLS

- User Research and Usability Studies
- Visual and Interaction Design
- Information Architecture
- Design System
- Rapid Prototyping
- Interactive Prototyping
- HTML, CSS

Tools

Figma, Figma Make, UX Pilot, Sketch, Adobe XD, ChatGPT, Claude, Perplexity, Gemini, Midjourney, NotebookLM, Cursor, Attention Insight, Miro, Hotjar, Notion, Jira

CERTIFICATIONS

Interaction Design Foundation

- AI for Designers
- UX Management: Strategy & Tactics
- Human Computer Interaction (HCI)
- Interaction Design for Usability
- Data-Driven Design: Quantitative Research for UX
- AI for Design Systems

Google Career Certificates

Google AI Essentials Specialization

EDUCATION

B.Tech in Applied Electronics and Instrumentation

Heritage Institute of Technology, Kolkata

05/2009 – 05/2013 | Kolkata

PROFILE

Lead UI/UX Designer with 10 years of experience designing intuitive and scalable platforms for B2C, B2B SaaS, and AI powered products. Proven expertise in driving user centric strategies, leading cross-functional teams, and shipping extensible features and integrations used by millions globally. Adept at simplifying complexity, mentoring designers, and building cohesive visions across teams.

EXPERIENCE

BlueStacks (Now.gg)

Lead UX Designer

05/2020 – 06/2025 | Remote

- Designed and launched **nowStudio's developer dashboard**, a 0-to-1 platform for global game publishers, designing intuitive workflows for API/SDK integration, app publishing, and monetization, successfully onboarding 70+ developers and contributing to **\$1M+ in quarterly revenue**.
- Led UX redesign of **BlueStacks 5's Multi-Instance Manager and Macro Manager**, improving usability across core workflows and contributing to a **191% increase in NPS and 65% reduction in support tickets**.
- Partnered closely with product, engineering, and leadership to enhance features such as **Game Center and Controls**, while evolving the **design system using atomic principles**.
- Designed modular object-oriented campaign framework that cut launch time from **3 weeks to 3 days**, tripled campaign output, and enabled non-designers to publish via a dynamic CMS.

Ai Bloks (LLMware)

UX Consultant

01/2022 – 11/2022 | Remote

- Designed a complex AI-powered SaaS platform from ground up used by data scientists and engineers.
- Implemented developer-centric UX for APIs, SDK onboarding, and prompt templates; used Microsoft HAX + Google PAIG to ensure contextual AI feedback.
- Established modular design system and delivered responsive, research-backed workflows aligned with backend logic

POPxo

UI/UX Designer

12/2017 – 05/2020 | Gurgaon

- Designed Plixo Influencer Marketing Platform, building data-driven campaign dashboards and ROI tracking tools that powered 300+ campaigns.
- Led UX for POPxo Shop, turning editorial content into a fully integrated eCommerce experience.
- Guided a small design team, fostering collaboration with product and engineering, while upskilling junior designers in UX research and feedback loops.

LANGUAGES

English, Nepali, Hindi

INTERESTS

Playing piano and guitar, painting, running, yoga, traveling, psychology, philosophy, cooking

Appycat Street

Co-Founder

10/2016 – 12/2017 | New Delhi

- **Founded a women's street style DTC brand**, owning the complete vision for visual branding, art direction, apparel design, and the end-to-end customer experience.
- **Engineered the brand's direct-to-consumer strategy**, building and managing the WooCommerce platform and pioneering a content-to-commerce model that directly drove sales and customer loyalty.
- **Set the art direction and visual language** for the "Alpha Girls" community through original merchandise and targeted engagement, creating a loyal and organic marketing channel that fueled brand growth.

V Factor Media Solutions

UI/UX Designer

04/2016 – 10/2016 | New Delhi

- Designed UI/UX solutions for multiple B2B clients, adapting to diverse business needs and delivering intuitive, responsive interfaces across web and mobile for various enterprise requirements.

Freelance Designer

Web Designer

01/2015 – 04/2016 | Delhi

- Designed and developed website for a bar-tending / mixology school called Mixologix based in Delhi.
- Designed and developed website for Holistic (HTS) which is a leading capability development company located in Gurgaon.