

Aadil Baggia

Senior Experience Designer

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Experience

Senior Experience Designer @ StarHub Ltd

Jan 2020 - Present, Singapore

Designing digital services for self-help apps to improve NPS and customer satisfaction. Increased conversion rates for online broadband sign-ups by 40% by redesigning the digital experience. Leading Design System efforts and DesignOps to continually improve operational efficiency for designers. Mentoring junior designers.

Product Designer @ Carousell

Nov 2018 - Jan 2020, Singapore

Designed the core buyer and seller experience for the C2C marketplace. Improved lister (seller) conversion rates by up to 70% by improving the listing experience. Designed user-migration flows during Carousell & OLX Philippines merger. Conducted field research to identify core user needs and opportunities for product localization.

Chief Product Officer & Co-founder @ asyne

Aug 2017 - Oct 2018, Singapore

Co-founded the C2C marketplace for users to share their talents by hosting classes and experiences. Led the ideation of the concept through research. Defined requirements for the MVP and launched the product. Took up project and product management roles.

Product Designer @ CODURS

May 2015 - Sep 2018, Singapore

Codurs was a boutique software agency. Worked with clients to research, ideate, and design solutions. Worked in health-tech, talent management, enterprise solutions and more. Favorite project was designing for a mental health start-up where I was heavily involved in the experience design and project management.

Education

Bachelor of Business (Marketing), RMIT

Class of 2015, Melbourne

Diploma in Business Admin (Marketing), Kaplan Singapore

2012, Singapore

Key areas

Design Systems

Design Research

Interaction Design

Journey mapping

User interface

Prototyping

DesignOps

Systems design

Basic programming