

Kshitij Marathe

Product Designer | San Jose, CA | 5yrs of work experience

Portfolio

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EXPERIENCE

Product Designer - Intuit, Mountain View | July 24 - Present

AI Platform & Developer Tooling

- As the **product designer** for Prompt Playground, the developer tool engineers use to build AI experiences across TurboTax and QuickBooks, **reduced annual engineering costs by \$11.9M** and saved **~43,000 hours**.
- **Established Prompt Playground as the platform's primary growth engine** by designing robust experience through user research, **drove 66% MAU** growth.
- Drove a **23% lift in capability adoption** (40.5% to 63.6%) by consolidating scattered workflows and toolchains into a unified solution, informed by UX audits, competitive analysis, and user interviews.
- Built **AI-assisted prototype** simulating production-level experience for leadership demos, gathering early stakeholder alignment.
- Built a Data Access purpose labeling workflow for business teams to stay compliant with customer data protection laws, **unlocking \$13.5M in revenue** enablement.

Growth Design

- **Launched A/B tests** triggering discovery and activation of non-entitled apps in QuickBooks, partnering with GTM technology and lifecycle marketing to drive **\$4.7M in annualized revenue**.
- **Designed a scalable framework** for non-entitled apps and features in QuickBooks Fusion, securing strategic alignment with the GTM team.
- Created reusable In-Product Display components to the **design system**, **defining brand, accessibility, responsive**, and **motion** behavior specs to drive consistent activation experiences across screen sizes.

Product Design Intern - Intuit, Mountain View | June 23 - Sep 23

- Led the **end-to-end design** of a new compliance dashboard, streamlining the data access workflow and improving internal team efficiency.
- **Designed and conducted user testing** with high-fidelity interactive mockups to inform design decisions and validate key features.

Associate UX Designer - ZS Associates, Pune | Apr 21 - May 22

- Led end-to-end design of an enterprise cloud-native customer data dashboard (Revo & Zaidyn) for 3,000+ healthcare and pharma sales users, taking major clients from concept through pixel-perfect delivery while running usability testing and building scalable design system components.

UX/UI Designer - Webonise Labs, Pune | June 19 - Apr 21

- Shipped 50+ screens across multiple B2C projects in an Agile environment, partnering closely with UI developers to deliver technically feasible designs.

SKILLS

Design & Research

End to End Product Design, Growth Design, Platform Design, User Interviews, Competitor Research, UX Audits, Design testing, A/B testing, Wireframing, Prototyping, Visual Design, Design Systems

AI & Design Technology

AI assisted design tools - Claude code, Builder.io, Cursor, FigmaMake, ChatGPT, Gemini. AI skill creation and socializing, Figma, Figjam, Notebook LLM, Github

Collaboration & Leadership

Cross-functional collaboration, Leadership design presentations, Stakeholder Management, Designing for Accessibility, Hackathon and Workshop facilitation.

EDUCATION

M.S. Human Computer Interaction

GPA 3.9

Indiana University Purdue University, Indianapolis

BFA Applied Arts. Major: UI Design

Pune University, India