

Swapnil Sudhir Shinde

Sr. Product Designer

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Seattle, WA

About

Product designer leading core platform experiences and scalable design systems, including AI-assisted UX for data-driven products.

Competency

Design Systems, Product Strategy, Information Architecture, Accessibility

Design & AI Tools

Figma, Claude Code, Builder.io, Visual Studio Code with GitHub Copilot, ChatGPT

User Research & Testing

Qualitative and Quantitative Research, Usability and Accessibility Testing, Experimentation

Certifications

Certified Professional in Accessibility Core Competencies

Work Experience

Sr. Product Designer

PitchBook | Morningstar – Seattle, WA

Mar 2023 – Present

- Led end-to-end design for dashboards, navigation, and profile experiences, including four market dashboards that replaced the legacy home page; CTR grew from **~7% to 12%+, more than 2x** the old dashboard.
- **Built and led design system infrastructure**, spanning components, Information Architecture, and tokens, adopted across 10 active product teams.
- Built **PitchBook Design Studio**, an AI prototyping tool that builds working prototypes from PitchBook's **90+ component design system**, using real kit components instead of generic HTML; used across design, product, and engineering to create **240+ prototypes** in seven months.
- Designed explainability features for the **VC Exit Predictor**, an AI-powered forecasting tool, balancing transparency, trust, and usability; **40% of users adopted** the new prediction drivers at launch.
- Drove the integration of Generative AI across company and investor profiles, translating fragmented data into clear, actionable insights; summaries peaked at **64K+ monthly viewers**.

Product Designer

Quantified AI – Austin, TX

Oct 2022 – Feb 2023

- Designed the MVP for an **AI-powered sales enablement and training platform**, supporting simulated practice and automated assessment workflows.
- Contributed to enterprise deployments, including Novartis, resulting in a **59% increase in sales training efficiency**, a **95% first-attempt pass rate**, and scalable onboarding for **150+ sales specialists**.

Product Design Intern

SiriusXM – Oakland, CA

May 2022 – Aug 2022

- Developed a campaign management feature for Pandora's Artist Marketing Platform (AMP), supporting **artist promotions that drove ~32% higher track engagement**.

Education

M.S. in Information Studies, Human-Computer Interaction

University of Texas, Austin

2023

B.E. in Computer Engineering

University of Mumbai, India

2018