

# Ruchika Atre

## Product Designer

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M.Des in Interaction Design from NID Bengaluru. Product Designer with experience delivering consumer and AI-powered features at Microsoft and Intuit, serving 17M+ users globally. Driven by a deep commitment to putting users first, I apply human insight and judgment to transform complex systems into intuitive, meaningful experiences that feel effortless and trustworthy, to improve the lives of people around the world.

### EXPERIENCE

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#### **Microsoft, Bangalore - Product Designer | Planner & To Do**

*May 2022 - Present*

- Designed AI-assisted goal planning and custom plan templates for Microsoft Planner's agentic workflows, enabling users to define goals, generate tasks, and streamline project planning while improving agent adoption.
- Designed a scalable framework for first-run experiences across Planner; shipped the onboarding of Project Manager AI Agent- Project Manager launch, Nov 24; with 65% initial user engagement in the first public preview.
- Shipped 10+ task management features for Planner including task reminders, filters, groups and task layouts impacting 17M MAU globally helping organise tasks & collaborate effectively.
- Led end-to-end user research across Microsoft's productivity ecosystem (ToDo, Planner, Outlook 200M+ MAU); translated insights into cross-platform UX solutions and strategic upsell paths.
- Designed & pitched product-led growth strategy for cross-platform integration placing MS To Do tasks directly in Outlook Calendar surface, reducing initial app switching by 20% and enabling 2.3M+ power users to adopt To Do within their core productivity workflow.
- Led 'product craft as a team culture' initiative for Planner; conducted experience audits and fixing of issues in collaboration with research, PM & engineering teams. Delivered playbook for sustainable craft assurance processes.
- Led and directed the strategic redesign across triad to improve Planner's perceived load time by 50%, mitigating engineering limitations; enhancing app performance and user delight.
- Shipped multiple productivity upgrades for Microsoft ToDo, improving quarterly user retention and NPS by 20%.
- Designed & shipped a major security feature for MS Autofill on Google Chrome, maintaining user retention by 95%

#### **Intuit, Bangalore - Product Design Intern | Quickbooks**

*Sept 2021 - May 2022*

- Led end-to-end design of QuickBooks' third-party app integration feature as sole designer; conducted generative research with 30 cross-geo small business owners, identified core integration pain points, and shipped a scalable Custom Data Mapper in collaboration with PM and engineering.

#### **Samsung R&D, Bangalore - UX Research Intern | Cloud Storage**

*Aug 2021 - Sept 2021*

- Conducted evaluative research across Samsung's cloud storage ecosystem for 5G integration readiness; synthesised findings into a structured research report with actionable recommendations delivered to the product team.

#### **Bosch, Bangalore - UX Design Intern | Enterprise Tool**

*May 2021 - July 2021*

- Redesigned a cloud-based enterprise tool for Bosch's internal testing team; improved information architecture and interaction design to enable seamless remote collaboration across distributed teams.

## **Conduent, Gurgaon - Business Analyst | Nordstrom**

2018 - 2019

- Led a team of 3 engineers; simplified complex client data into system suitable workflows; SQL & agile frameworks.
- Primary POC between Nordstrom's business teams & Conduent engineering team; owning client communication.

## **AON (Now Wipro), Gurgaon - Senior Setup Configuration Specialist**

2015 - 2018

- Progressed from Project Intern to Senior Specialist across three years at AON.
- Senior member of quality assurance team; led cross-team product experience audits and defect identification.
- Conducted root cause analysis (RCA) across client accounts, identifying and solving for systemic issues.
- Mentored junior team members, establishing repeatable QA processes adopted across the team.
- **Clients:** Bank of America, Staples, Newell Brands.

## SKILLS

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**Design:** Interaction Design · Wireframing · Prototyping · Systems Thinking · Product Strategy · Motion Design

**Research:** Generative & Evaluative Research · User Testing · Usability Studies · Experience Audits · Storytelling

**Tools:** Figma · Figma Make · UserTesting · AI Assisted Workflows

**Collaboration:** Cross-Functional Leadership · PM & Engg. Collaboration · Team Management · Well-Being Initiatives

## EDUCATION

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**M.Des, Interaction Design-** National Institute of Design, Bengaluru | CGPA 8.2/10

2019 - 21

**B.Tech, Computer Science Engineering-** Sri Guru Granth Sahib World University, Punjab | CGPA 8.0/10

2011 - 15

## RECOGNITION

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- Exchange Student - HTW Berlin, Germany (Merit Based Selection), 2020
- Finalist - IXDD National Level Designathon - Hyderabad, 2019
- Winner - Fine Arts Category, Conduent National Championship - Hyderabad, 2018