

Kaustubh Barde

Product Designer

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San Francisco, CA

EDUCATION

M.S. Human Computer Interaction

Indiana University Bloomington, 2015-17

B.E. Electronics and

Telecommunication Engineering

Mumbai University, 2010-14

COMPETENCIES

Design Thinking & Strategy

Design Strategy, Competitive Analysis, Systems Thinking, Product Strategy

Product Design

Interaction Design, User Interface Design, Visual Design, Information Architecture, Prototyping, Design Systems

User Experience Research

User Interviews, Surveys, Usability Testing, Journey Mapping, A/B Testing, Analytics

AI & Development

Prompt Engineering, AI Tool Evaluation, LLM Instruction Tuning, Production Code Contributions, Design-to-Code Workflows

Tools & Technologies

Figma, FigJam, Claude Code, ChatGPT, Cursor, GitHub, HTML/CSS/JavaScript, Adobe Creative Cloud

AWARDS

Winner, Student Design Competition

ACM Human Robot Interaction 2017 Vienna, Austria

LEADERSHIP

We Design Code, Co-founder and Instructor, 2013-18

Google Developer Groups Mumbai,

Co-organizer, 2012-14

WORK EXPERIENCE

Airtable, Product Designer

Jan 2022 - Present, San Francisco, CA

AI Building Experiences (2024 - Present)

- Led design for **AI-powered onboarding and new app creation** for Airtable's AI-native launch, increasing onboarding completion by 12% and Week 2 active apps by 52%—driving user activation and self-serve revenue growth
- Defined granular AI interaction patterns (chat components, thinking animations, curated prompts, progressive disclosure) through user research and leadership collaboration, establishing design foundation for democratizing AI-first app creation for non-technical users
- Designing **guided app creation** framework (in beta) where AI asks clarifying questions, generates transparent and iterative build plans before execution, and enables user refinement—addressing feedback that AI was overbuilding, with 90% of beta users reporting higher satisfaction with plan quality and build outcomes

Growth & Monetization (2024 - Present)

- Redesigned **paid trial experience** requiring upfront credit cards, challenging industry convention and delivering 42% upgrade rate increase with no downgrade impact
- Led **share dialog redesign** from early product discovery, achieving 21% share rate increase for trials, 14% more invites to new users, and 13% higher acceptance rates
- Shipped 10+ growth experiments optimizing activation and monetization, including discount strategies (+20% upgrade rate), trial awareness improvements (+5.6% upgrade rate), and funnel optimization tests

Core Product & Strategic Initiatives (2022 - 2024)

- Shipped **Portals for external collaboration** in 9 months, defining guest permissions paradigm that doubled business targets and contributed significant enterprise ACV—also designed landing page, social ads, and demos for launch
- Led year-long **Form Builder** project replacing legacy forms tools and introducing highly-requested features (grouping, conditional logic, validation, and more), achieving 10x adoption (180K forms in 2 months) and highest self-serve upgrade conversion rates
- Contributed platform features supporting teams across Airtable, including two-way data sync enabling real-time bidirectional editing, mobile interface layouts, collaboration improvements (comment threads, emoji reactions), and interface management (sharing, access controls)

Salesforce, Senior Product Designer

Aug 2017 - Dec 2021, San Francisco, CA

Salesforce CDP (2017 - 2021)

- Led design strategy from inception to launch for core platform features—Data Ingestion & Modeling, Calculated Insights, Identity Resolution, and Data Stewardship
- Crafted design prototypes for product demos at Dreamforce and TrailheadDX, and co-presented "Building a People-Focused Data Stewardship Practice" to 100+ participants

Freelance Graphic & Web Designer

2012 - 2015, Mumbai, India

- Designed and developed websites, content management systems, and marketing campaigns for **12+ clients**, managing full project lifecycle from discovery to delivery