

Kaustubh Barde

kaustubhbarde.com

8+ years driving platform strategy and design at **Airtable** and **Salesforce** — shipping 0 → 1 products and leading the **AI experiences** that are redefining how software gets built.

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San Francisco, CA, USA

EDUCATION

M.S. Human Computer Interaction

Indiana University Bloomington, 2015-17

B.E. Electronics and Telecommunication Engineering

Mumbai University, 2010-14

AWARDS & RECOGNITION

7 Co-Invented US patents

Data integration architecture and user interface design, filed in connection with Salesforce CDP features (2018–2021).

Winner & Published Researcher

ACM Human Robot Interaction 2017, Vienna; Student design competition winner

COMPETENCIES

Design & Strategy

Interaction Design, Systems Thinking, Product Strategy, Discovery Research, PRD Writing, AI Interaction Patterns

Research

User Interviews, Diary Studies, Usability Testing, Rapid Prototyping, A/B Testing, Analytics

AI & Development

Prompt Engineering, Production Code PRs, Design-to-Code Workflows, LLM Evaluation, Prototyping

Tools & Technologies

Figma, FigJam, Claude Code, Cursor, GitHub, HTML/CSS/JavaScript

WORK EXPERIENCE

Airtable, Lead Product Designer

Jan 2022 - Present, San Francisco, CA

AI Building Experiences (2024 - Present)

- Architected **Airtable's AI-native onboarding strategy** — replacing a legacy point-and-click model with a conversational build experience powered by Omni, establishing the interaction standard for all generative experiences across the platform; increased onboarding completion by 12% and Week 2 active apps by 52%
- Defined the foundational AI interaction language for Omni (thinking states, prompt templates, progressive disclosure, suggestion flows) — setting the design standard adopted across all AI surfaces at Airtable
- Led the strategic shift from one-shot generation to **Consultative Building** — a new interaction paradigm where Omni clarifies intent, proposes a transparent workflow-based plan, and enables iterative refinement before execution; drove 6.16% increase in app creation and 3.57% increase in activation
- Contributed 41 production PRs across AI building surfaces, operating at the intersection of design and engineering to accelerate delivery and ensure implementation fidelity

Growth & Monetization (2024 - Present)

- Challenged industry convention on trial design — replaced reverse trial model with an upfront credit card experience, delivering a 42% upgrade rate increase with no downgrade impact
- Defined share and invite strategy from discovery through four experimental milestones — achieving 21% share rate increase for trials, 14% more invites to new users, and 13% higher acceptance rates
- Shipped 10+ growth across activation and monetization, delivering consistent improvement across upgrade rates, trial awareness, and funnel conversion

Core Product & Strategic Initiatives (2022 - 2024)

- Defined the guest collaboration paradigm for Airtable — leading **Portals** from 0→1 in 9 months, establishing the permissions model for external users that doubled execution targets and contributed \$5M+ ACV in under a year
- Led the ground-up strategic rebuild of the **Form Builder** — unifying a fragmented product surface and introducing flexible layouts, conditional logic, and data validation; achieved 10x adoption with 180K forms created in 2 months and Airtable's highest self-serve upgrade conversion rates
- Expanded platform capabilities across data sync, mobile interfaces, collaboration, and sharing — contributing cross-domain features that strengthened Airtable's core product foundation

Salesforce, Senior Product Designer

Aug 2017 - Dec 2021, San Francisco, CA

Salesforce CDP / Data 360 (2017 - 2021)

- Shaped **Salesforce CDP's** platform strategy from the ground up — joining as a founding designer and leading design across Data Ingestion & Mapping, Calculated Insights, Identity Resolution, and Streaming Data Actions from inception through general availability
- Translated Salesforce's most ambitious platform bet into a global narrative — designing the Dreamforce keynote demo that introduced **Customer 360** to 170,000+ attendees; co-presented "Building a People-Focused Data Stewardship Practice" to 100+ participants at TrailheadDX