

Praveen Bidaiya

LEAD PRODUCT DESIGNER | UX STRATEGY | AI-POWERED EXPERIENCES

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Lead Product Designer with 13+ years of experience designing digital products and user experiences across B2B and B2C domains.
Experienced in product strategy, UX research, product discovery, interaction design, AI-powered experiences, and design leadership. Currently leading the design of a unified AI-powered Service Portal at Airtel, targeting a 50% reduction in advisor resolution time through streamlined workflows and intelligent assistance. Experienced in partnering with product, engineering, business, and technology teams to translate complex problems into scalable, user-centered products.

PROFESSIONAL EXPERIENCE

Lead UX Designer Airtel Mar. 2022 – Currently

- Leading the design of a unified AI-powered service portal, targeting a 50% reduction in advisor resolution time through streamlined workflows and intelligent assistance.
- Conducted extensive user interviews, competitive analysis, and market research to inform product decisions
- Collaborated closely with dev teams to implement user-centric solutions across B2B and B2C verticals
- Mentored junior designers and led design rituals to align cross-functional stakeholders.

Role Summary

As a Lead Experience Designer at Airtel, I lead and contribute to complex B2B and B2C products across Airtel Thanks for Business (ATB), Lavelle (SD-WAN), and the Service Portal. My work spans end-to-end experience design—from user research and problem definition to product strategy, interaction design, and delivery.

I currently lead the design of a unified AI-powered Service Portal, focused on simplifying advisor workflows and improving operational efficiency. In parallel, I lead the Thanks app billing experience, working closely with product, engineering, and business teams to create clear, scalable experiences aligned with both user needs and business goals.

Senior UX Designer Jubilant Foodworks Sep. 2021 – Mar. 2022

- Spearheaded redesign of Domino’s cart-to-checkout experience to improve user flow and reduce drop-offs
- Created personas, journey maps, and wireframes; collaborated with developers in agile sprints.

Summary about the role:
During my tenure at Domino's, I played a pivotal role in the evolution of the Domino's mobile application. I contributed to enhancing the overall user experience. Notably, my efforts led to a significant redesign of the Cart to Order completion flow, reflecting a deep understanding of user needs and competitive landscape.

UX Designer Builder.ai Sep. 2019 – Aug 2021

- Led complete redesign of Builder Now platform to increase usability and engagement.
- Worked across Builder Hive and Designer Workspace, focusing on scalable design frameworks.

Summary about the role:

Throughout my tenure, a significant portion of my focus has been dedicated to leading the transformation of the Builder Now platform, where I successfully revamped the entire product and introduced new functionalities to enhance usability. Additionally, my involvement in projects like Builder Hive and Designer Workspace underscores my commitment to driving impactful solutions and contributing to the organization's success.

Product Designer Infoedge May. 2014 – Sep 2019

- Led the redesign of Shiksha.com and its Global Navigation Bar, contributing to improvements in user engagement, page views, and average session duration.
- Used user insights, product data, and competitive analysis to identify opportunities for improving navigation and discoverability.
- Collaborated with executive stakeholders and technology teams to prototype, test, and implement design solutions.
- Contributed to the evolution of the product experience through iterative UX improvements and design validation.

Summary about the role:

During my tenure at Shiksha, I spearheaded the redesign of the Global Navigation Bar, resulting in significant improvements in user engagement metrics. Notably, the redesign efforts led to impressive increases in user engagement, page views, and average session duration.

Graphic Designer Media Mosaic Mar. 2013 – May. 2014

• Created infographics, websites, and marketing assets for domestic and international clients.

• Worked across digital and visual communication projects, building a foundation in visual design and interaction principles.

SKIL L S

UX Design

Data analysis, User Research, User testing, Teamwork, Wireframing, Prototyping.

AI & Intelligent Experience Design

Conversational UX • AI Integration

Animation

Micro animations, 2d Animations

Tools & Technologies

Figma (Advanced) • Sketch • Adobe XD • UserTesting • Maze • Miro • Jira • HTML/CSS • Design System Implementation

EDUCATION

Diploma in Design and Animation

Arena Animation 2008-2011

Master in Sociology

IGNOU 2019-2021

B.com

Delhi University 2008 - 2011