



# Aman Bhadani

Product Designer II

Product Designer with 3+ years of experience designing creator and consumer experiences at scale, serving 300K+ writers and 250M+ listeners across 20+ countries.

## Experience

### Pocket FM

Product Designer II April 2026 - Present

- Building Stage, a feed that helps listeners discover emerging audio series and enables writers to reach their first audience. Focused on accelerating content testing and strengthening writer activation and retention.

Product Designer I Jul 2024 - Mar 2026

- Built AI-powered workflows that enable writers to create production-grade marketing assets like series trailers and teasers, contributing to a 60% increase in content sharing adoption.
- Led the redesign of Pocket FM's contest ecosystem, defining the experience for bringing new writers into contests and enabling blockbuster content creation, resulting in a 110% increase in contest adoption.
- Improved contest discovery through personalized recommendations and genre-based navigation, driving +20% participation among new writers and +51% among existing writers.
- Contributed to the writer platform revamp across app and web, redesigning core creation flows to reduce friction for writers managing and publishing their series.

Associate Product Designer Sep 2023 - Jun 2024

- Simplified core writer journeys and led A/B experiments across onboarding, activation, and retention, driving an 8.5% increase in first-episode publishing, a 1.4X improvement in writer activation, and a 20% increase in writer retention.

### HDFC Bank

Product Design Intern Jan 2023 - May 2023

- Worked on design challenges across mobile banking and conversational UI journeys, focused on making banking flows faster and easier to complete.

### TATA Elxsi

Product Design Intern Jun 2022 - Aug 2022

- Designed HMI concepts for vehicle infotainment and digital cluster screens, focused on keeping drivers informed without pulling their attention from the road.

## Education



**National Institute of Fashion Technology (NIFT)**

Bachelor of Design, 2019 - 2023

## PORTFOLIO ↗

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## Skills

- Product Strategy
- Systems Thinking
- Research & Analysis
- Experimentation & A/B Testing
- Information Architecture
- Interaction Design
- Design Systems
- Prototyping
- AI & Vibe Coding
- Storytelling & Communication
- Cross-Functional Collaboration
- Mentorship

## Tools

- Figma
- Claude
- Cursor
- Gemini
- Codex
- Framer
- Rive
- Blender
- Adobe Creative Suite

## Language

- English
- Hindi