

Aarti Kava

Design Leader

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Every brief hides a better one. *I find it.*

For eight years I've been the senior design voice across three e-commerce businesses, setting direction with authority earned through judgement, not title. I work best in ambiguity, when the problem hasn't been named yet. My instinct is to slow down before I speed up.

159%

revenue growth

+30%

conversion uplift

+80%

add-to-cart growth

40%

faster design turnaround

4.2 → 4.8

iOS app rating

Firsts: India's first luxury AI shopping assistant · TimeVallée's exclusive India launch · Bvlgari's first digital boutique in India

EXPERIENCE

Senior Product Design Manager · Tata CLiQ Luxury, Fashion & Palette

May 2024 – Present · Shanghai (Remote)

Design strategy and execution across three e-commerce platforms at once.

- **AI assistant.** Built TARA, India's first AI-powered luxury shopping assistant: defined the interaction model, conversational architecture and emotional register. The design challenge was restraint as much as capability.
- **Bvlgari.** Secured Bvlgari's first digital boutique in India by redesigning the homepage, navigation and store-in-store experience to global luxury brand standards.
- **Design system.** Extended the design system and research practice to serve all three platforms, cutting design turnaround time by 40%.
- **Influence.** Led design influence across product, engineering and business.

Focus: designing for trust across AI, luxury and platform consistency 40% faster design turnaround

Lead Product Designer · Tata CLiQ Luxury & Palette

Oct 2021 – May 2024 · Mumbai (Remote)

Led experience design for the platform's highest-value categories, and built a new social commerce product from scratch.

- **Luxury watches.** Ran the full redesign: original qualitative research, depth interviews and four personas built from scratch. Central insight: people don't buy watches, they buy the story they'll tell about them. Delivered custom product pages, editorial-first layouts and heritage-led browsing.
- **Richemont.** The redesign led TimeVallée (Richemont Group) to choose Tata CLiQ Luxury as its exclusive partner for its first-ever India entry. The research also shaped watch events and marketing strategy.
- **0 to 1.** Led the design of Palette, a social-led commerce platform built on original research, first in its category.
- **Research Lab.** Built the platform's Design System and Research Lab: shared infrastructure that cut turnaround and raised quality across the organisation.

Impact: 30% conversion growth 80% add-to-cart increase 25% engagement uplift iOS rating 4.2 → 4.8

Senior Product Designer · Tata CLiQ Luxury

Jun 2020 – Oct 2021 · Mumbai (Remote)

Owned the core transactional experience: checkout, payments, seller portal and onboarding.

- **Checkout.** Redesigned checkout and payments end to end, securing stakeholder buy-in and leading junior designers through delivery.
- **Beauty.** Launched the Beauty category with AR-powered try-ons and immersive, mobile-first flows.

Impact: 28% cart conversion growth web-to-app conversion up 300% ARPU up 400%

UI & UX Designer · Tata CLiQ

Aug 2018 – Jun 2020 · Mumbai

Sole designer for CLiQ Luxury in its formative years.

- Redesigned the complete web and app experience from scratch. Introduced design operations, accessibility audits and research practices that became group-wide standards.

UX Designer · Dwello, JM Financial

Nov 2017 – Jul 2018 · Mumbai

- Designed trust-building interfaces and digital-to-offline journeys for a real estate platform.

SKILLS

Leadership: Design strategy, Project and team leadership, Client advisory, Stakeholder management, Mentoring

Design: Experience design, UX/UI, Luxury and emotional design, AI experience, AR/VR, Phygital design, 0-to-1 product builds

Systems and research: Design systems, Design operations, Qualitative research, Journey mapping, Documentation

EDUCATION

London Business School · Tata Bluemint Leadership Programme · 2022

Symbiosis Institute of Design · BA Industrial Design · 2013–2017

Certifications: Emotional Design · Data-Driven Design · AI Prompting Essentials · Strategic Thinking

MENTORING

138 sessions across 12 countries on ADPList. Top 10% contributor in India; qualified for ADPList Advance, the platform's highest mentor tier. 100% of mentees rate communication as exceptional.

LANGUAGES

English (fluent) · Hindi and Marathi (native) · Gujarati (fluent) · French (beginner) · Mandarin (beginner, HSK 2)