tejasviarya0604@gmail.com | +91 8999724691

TEJASVI ARYA

ABOUT ME

I'm an architect turned Product Designer with 11+ years of experience shaping physical and digital spaces. For the past 5+ years at Microsoft, I've designed Windows experiences across sharing, cross-device interactions and emerging AI capabilities, bringing systems thinking, interaction design and a strong focus on accessibility and craft. Outside design, you'll find me running, vaulting a wall or doing something that gets my heart rate up.

EXPERIENCE

Product Designer II, Microsoft | June 2021 - Present *(5.6 yrs)*

Strategic Influence

- **Connected Experiences:** Wrote the design strategy narrative for the newly formed org and co-authored its broader ecosystem vision for leadership reviews
- **Windows Share:** Co-authored the FY26 strategy with PM and helped shift the cross-device strategy to focus on how third-party apps work across devices.
- **Drag and drop in Universal Composer:** Co-led the proposal and leadership presentation that secured roadmap priority and a team to deliver drag-and-drop
- **Microsoft Store:** Defined the vision for the developer experience and presented it in leadership reviews.

Product Growth & Impact

- **Windows Share:** Led design across apps, people and devices, driving 6.3x growth in share completions (18M to 112.9M). Higher share completion is linked to higher Windows daily usage, making sharing a driver of platform engagement
- **Drop Tray:** Led design and launch of a new Windows drag-and-drop surface, contributing to 22.5x growth in completion sessions (0.22M to 4.9M) within a year of phased global rollout.

AI-Led Innovation

- **Drag and drop in Universal Composer:** Shaped how Windows suggests actions based on file content and system context. Designed simple actions and multi-step AI workflows, including Hold to collect files for later and hand-off to Copilot
- **Windows Share:** Led design of AI actions that help users tailor content and communicate better before sharing.
- **Semantic Search**: Created a UX framework for AI-powered search across File Explorer, Windows Search and Recall for a design leadership review.

0-to-1 Product Creation

- **Drop Tray:** Led design from concept to launch of a new Windows surface that brings relevant destinations to users when they start dragging a file.
- **Connected Experiences:** Led a Connected Intelligence sprint to explore new features that bring Windows and phones closer together, identifying opportunities for users to access content and continue tasks across devices.

EXPERIENCE

Systems Thinking & Design

- **People in Windows:** Authored the vision to make people an integral part of Windows and led end-to-end design in Universal Composer, helping users find and reach contacts across WhatsApp and Phone Link without opening each app.
- **Connected Experiences:** Led a Connected Intelligence sprint to explore new features that bring Windows and phones closer together, identifying opportunities for users to access content and continue tasks across devices

Design mentorship

Mentored two designers across People in Windows and Semantic Search, guiding work from initial concepts to execution while maintaining a high craft bar, strengthening design decisions and ensuring stakeholder alignment.

UX Intern, OLX | May 2020 - July 2020 *(3 months)*

Developed a multi-sensory brand experience concept for OLX Autos, exploring how sensory cues could build emotional connections and strengthen brand recognition.

Product Designer II, Microsoft

KASU & ADA, Goa | June 2013 - Aug 2019 *(6+ yrs)*

Led the design and delivery of luxury villa and residential projects from concept to completion, shaping the architectural vision, guiding teams of architects, and overseeing client coordination and on-site execution.

EDUCATION

Masters in Design, IIT Guwahati | 2019 - 2021

Specialized in interaction design and human-centered design.

KRVIA, Bachelors in Architecture | 2008 - 2013

Focused on architectural design, spatial planning, and the built environment.

TOOLS & SKILLS

Product Strategy & Thinking, Interaction Design, Visual Design, Design Systems, UX Research & Synthesis, Accessibility & Inclusive Design, Vision & Storytelling.

AI & Prototyping

AI-Assisted/Vibe Coding, Interactive Prototyping, Production PR workflows, Prompt Engineering,

Tools

VS Code, GitHub, Lovable, Claude Code, OpenCode, Cursor, Terminal/CLI, Figma , Adobe suite

tejasviarya0604@gmail.com | +91 8999724691

TEJASVI ARYA