

Shraddheya Athawale

Senior Product Designer / Design Systems / Visual Direction / Front-End

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SUMMARY

Product designer with 5 years in enterprise identity and security software (2FA, SSO, SCIM, Atlassian apps). Joined miniOrange as a front-end engineer, moved into UI/UX in 2022, promoted to Senior in 2024. I design product flows and design systems, carry brands from logo to event space, and build front end in HTML, CSS, JavaScript and React.

EXPERIENCE

Lead Graphic & Product Designer (founding member) · Candid Stitch, Pune

Sep 2025 - Present

- Designed the brand logo and every drop, from concept to print-ready artwork for tees and custom garments.
- Worked 1-on-1 with on-demand clients, from the first brief to the final piece.
- Pieces worn and photographed by actors Siddharth Jadhav, Ayli Ghiya and Satya Manjrekar.

miniOrange (Xecurify) · Pune

Aug 2021 - Sep 2025

Senior UI/UX Designer (Oct 2024 – Sep 2025) · UI/UX Designer (2022 – 2024) · Web Content Engineer (2021 – 2022)

Product

- Designed onboarding and admin flows for 2FA, SSO and SCIM; tested them with IT admins through Figma prototypes.
- Built the React front end for a bulk user management product; coded production pages in HTML, CSS and JavaScript, including the Atlassian Comprehensive Security Suite and Cloud Security Suite.

Systems

- Started the marketing-site design system and co-proposed separate product and marketing systems; it grew to 150 reusable components with ~80% observed adoption across product teams.
- Proposed component review huddles and handoff checklists so designers and developers worked from the same files.

Brand and events

- Led the visual identity of IdentityShield Summit 2023 – 2025, miniOrange's cybersecurity conference: the logo (2024), a 10 ft × 70 ft photo wall, city hoardings in 5 sizes with QR codes, badges, merch and the event website.
- Planned booth floors for every event by measuring venues at human scale and modelling them in 3D; 19 booths at IdentityShield '25, including the Pune Cyber Police booth.
- Designed summit templates, sales decks and the IdentityShield '25 keynote deck for guest speaker Raj Sabhlok.
- Made miniOrange's collateral for 8+ conferences in India and abroad, including DrupalCon, BSides Ahmedabad, JIRADAY and Atlassian Team '22 – '25, plus the all-product brochure.

Leadership

- Presented designs directly to the CEO; led 3–4 interns to design and produce a company booklet.
- Interviewed candidates for design roles and ran a Figma basics seminar for web developers.

UI/UX & Graphic Design Intern · BotBakery, Pune

Dec 2019 - Jun 2020

- Designed UI and graphics for 18+ client projects, edited live WordPress/Elementor sites, handled client communication.

Freelance Graphic Designer · Pune

2017

- Logos and brand identity for 3 local businesses while in college, including The Big Slice.

AWARDS

CEO Recognition Award ×3 and Rockstar Performer Award ×2 at miniOrange, the most of any employee

2022 - 2025

First place, Idea Validation, NEN StartupCon (college)

2017

SKILLS

Product design: User flows, information architecture, wireframes, prototyping, usability testing

Systems: Design systems, component libraries, documentation, developer handoff

Visual: Brand identity, event and spatial design, print, merchandise, presentation design

Front end: HTML, CSS, JavaScript, React (learning Next.js)

Tools: Figma, Illustrator, Photoshop, After Effects, Krita, Ibis Paint X, WordPress/Elementor, Claude Code, Codex

Languages: English, Hindi, Marathi

EDUCATION

B.Tech, Information Technology · Symbiosis Institute of Technology, Pune

2017 - 2021