Aaditi Rokade

Product Designer · Systems Thinker

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10+ years on complex data platforms in fintech, aerospace, and healthcare. Curious about users, rigorous with data, thinks in systems, builds in code. At Goldman Sachs, grew a CRM from ~1,500 to 4,000+ users and helped revamp older apps on a React design system, which let the firm sunset multiple legacy platforms.

1.5K → 4K+	AI workflow	U.S. Patent	MS, Parsons
CRM users, Goldman Sachs	Figma Make, Claude, Gemini	Cockpit icon system, Honeywell	Data Visualization · GPA 3.8

EXPERIENCE

Goldman Sachs · New York · Feb 2022 – Present

VP, Product Design Lead · 2025–26 | Associate, Product Designer · 2022–25

- Grew **ClientHub CRM** adoption from **~1,500 to 4,000+** professionals across sales, strats, and franchise management through a full revamp.
- Designed dashboards for gross credits, coalition opportunities, and salespeople that enabled the firm to **sunset multiple legacy platforms**.
- Led the **Client Analytics platform** revamp: landing page, metric trends, summaries.
- Brought **AI into the path from design to production**, cutting iteration cycles and contributing directly to shipped code.
- Shaped **OneGS**, the firm's React design system; led the CRM migration to it.
- Shaped **Sales AI dashboard** concepts and validated prototypes with users.

FCB New York · IPG, now Omnicom · Jul 2019 – Feb 2022

Data Visualization Specialist

- Helped **Pfizer, J&J, and Novartis** make sense of complex healthcare data by turning it into clear, inventive visualizations: executive dashboards, clinical efficacy charts, patient journeys through drug trials, and visual reports on social listening.

The New School · Digital Libraries & Archives · New York · Nov 2018 – May 2019

Sr. Student Assistant Specialist

- Ran a heuristic evaluation of the libraries' digital services to scope a UX revamp; recommended navigation with **search at its center**.

Honeywell Aerospace · Bangalore · 2014–15, 2017–18

Lead Designer, Data Visualization · 2017–18 | Product Design Intern · 2014–15

- Made complex flight data actionable, leading design for Distributed Data Analytics and pilot notifications; directed an Agile team on HGuide IMU interfaces.
- Invented cockpit icons for flight events (**U.S. Patent US-10,696,418-B2**).
- Surfaced usability issues across Honeywell's global products through heuristic evaluations; built flight deck prototypes for the **Pilatus PC-12NG**.

Barclays · Pune · Mar 2015 – Feb 2017

UX Designer

- Built trust with newly acquired Absa customers by leading the **mobile app rebrand and revamp**, incl. P2P payments.
- Extended Barclays' reach to **younger customers** with an engaging mobile app concept that **rewards financial literacy**.

CORE COMPETENCIES

AI Product Experiences · Prototyping with AI · Design Engineering · Product Design Strategy · Design Systems · Data Visualization · Dashboard Design · Complex Enterprise Workflows · UX Research · Information Architecture · Interaction Design · Stakeholder Management · Fintech & Regulated Industries

TOOLS

DESIGN
Figma · Figma Make

BUILD
VS Code · Coder Workspaces · GitHub

AI
Claude · Gemini · Microsoft Copilot

EDUCATION

MS, Data Visualization
Parsons School of Design · 2019

MDes, Graphic Design
National Institute of Design · 2016

BE, Electronics & Telecom
Pune Inst. of Computer Tech. · 2010