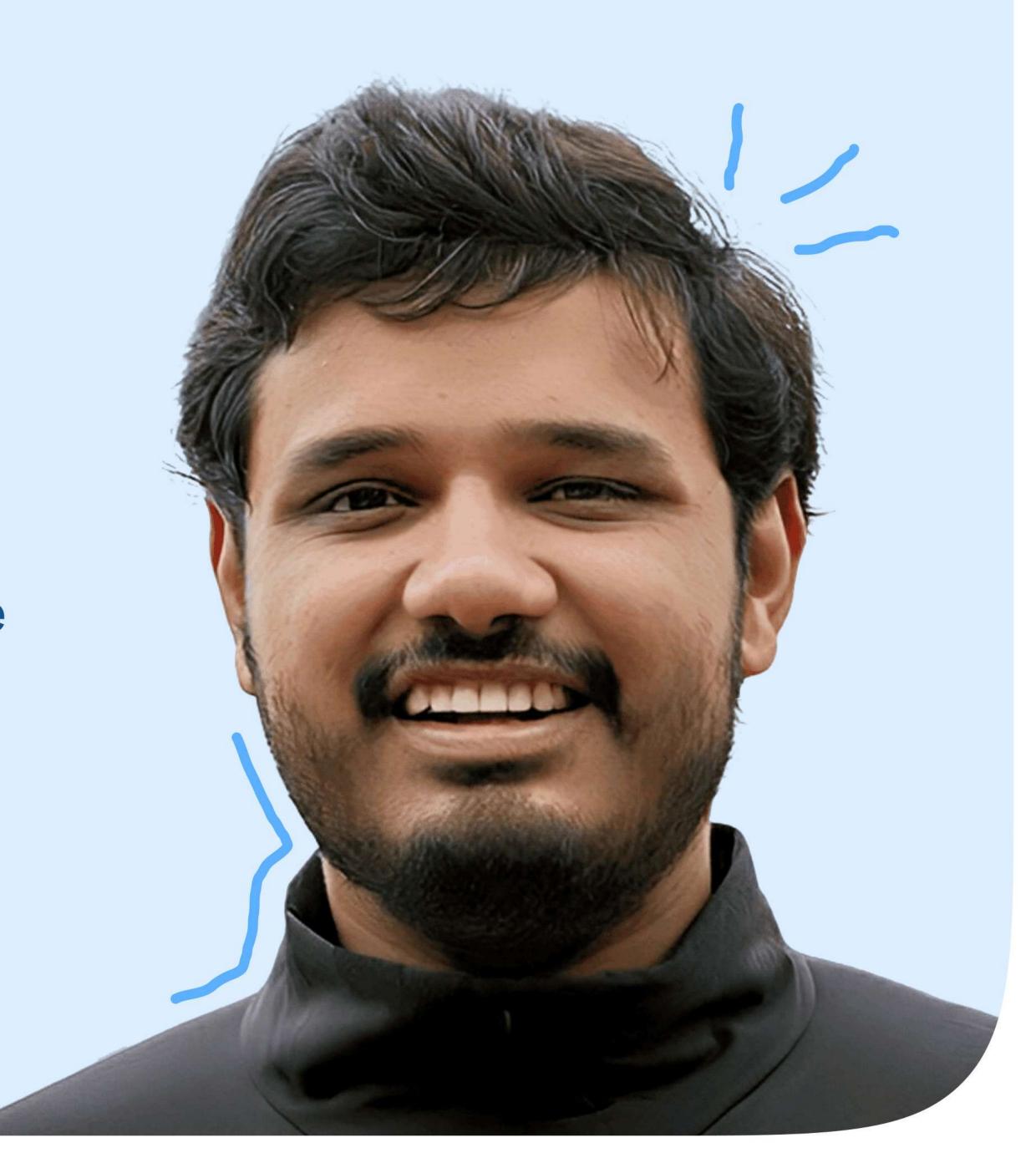
Hardik Pandya.

Design leader with an innate love for building products & businesses with taste and good design.

Principal Designer,

AI transformation at Atlassian





13 years of experience

Building products at startups to global companies







Google Search













GRAPHY

Domains l've built products in

Enterprise SaaS

Consumer Tech

Online Education

E-commerce

Finance

Healthcare

Ride-sharing + Mobility

As a design leader, l've led teams as large as

54 designers

Including the product, creative, motion and marketing design pillars.

Worked with teams around the world

Bangalore, India

Mountain View, US

New York, US

London, UK

Tel Aviv, Israel

Tokyo, Japan

Ankara/Istanbul, Turkey

Sydney, Australia

Functions I've independently led

Product design

AI + Prompt Design

Graphics + motion design

User Research Content design

Product marketing

Brand design

My principled approach to leadership

For establishing a culture of high craft, agency and ownership in the entire team.

Our design culture

- **Be original:** Stay on top of how the industry is moving forward and the new advancements but when you work, you bring distinctly original thinking in your problem solving. You design from first principles and seek out opportunities to connect ideas from different domains together.
- **Be sincere:** Give your best in everything you do. Don't get complacent. Use every single moment you have to improve your design. Respect your craft and use it to do justice to the problem at hand.
- **Be meticulous:** Every little detail matters. You're expected to take ownership and get them right. If it's going to ship to the user, it's a detail worth obsessing over, every single time.
- Be collaborative: Sharing what you know and helping others is your duty. The
 product you ship has no pods, no individual designers tagged on it it's the team's
 work, and great teams achieve far more than talented individuals.
- **Be action oriented: When you're working on complex problems, even the smallest of progress compounds. Instead of waiting for someone to unblock you, seek help from the team and move forward. When someone asks for help, give them actionable feedback to keep things moving.

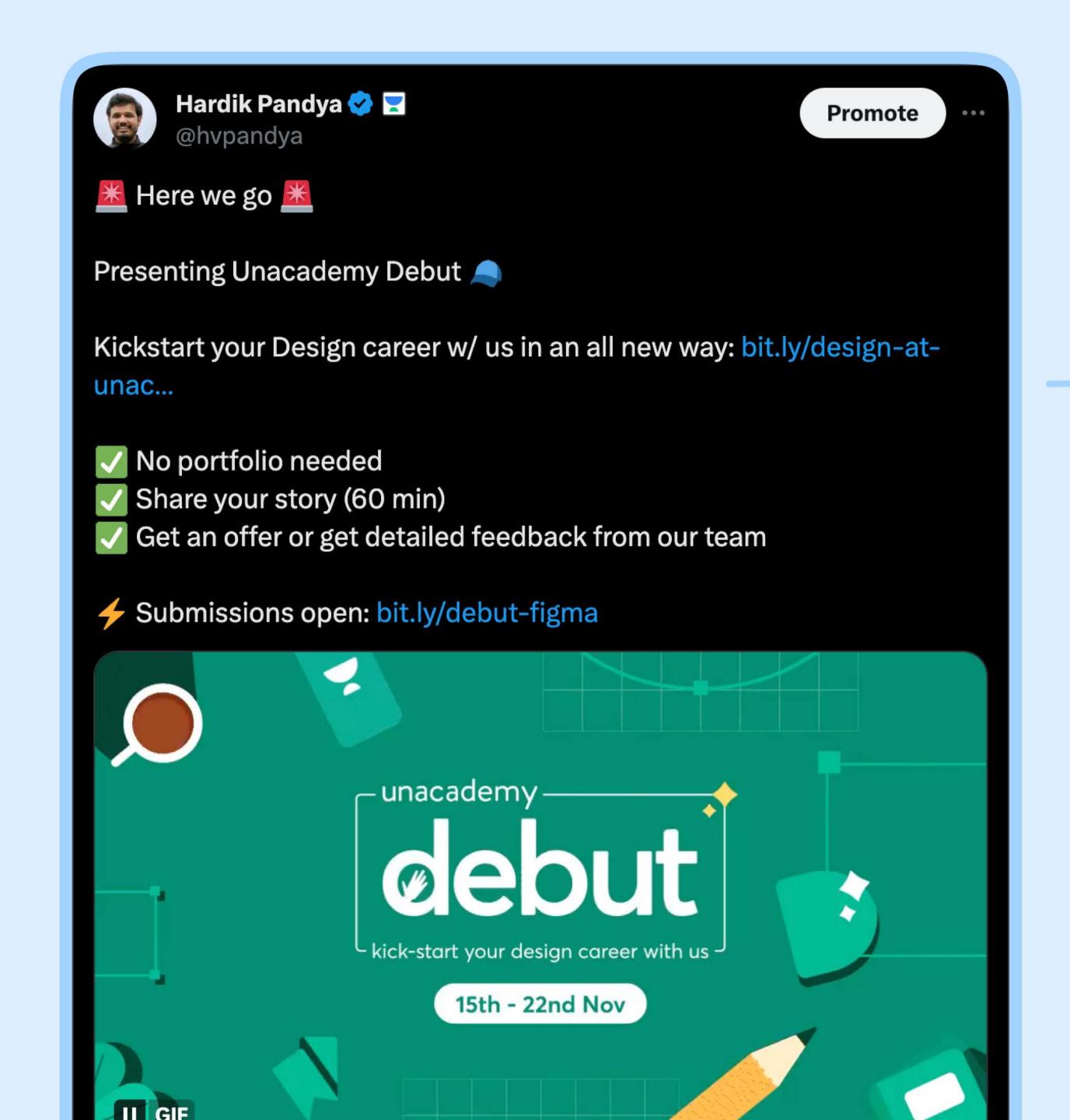
How I define competencies

To give designers clarity about expectations at each level of responsibility.

			Intern	Product Designer / L5	Senior Product Designer / L6	Designer / I 7	Product	Design Manager / L8	Senior Design Manager / L9	
	Skills & Expectations				Works with continuous guidance	Loccasional diligance	Leads projects completely independently, contributes to the org	team independently, contributes heavily to	contributes heavily to	team independently,
	Hard skills	Problem definition + Scoping + Research	Measure importance & severity of the problem/opportunity + Adjusting scope to be solved at the current phase of the product + Gaps in team's understanding of user problem & necessary research	Low	Low	Medium	Medium	High	Medium	High
		Holistic UX	Understanding the frequency of usage of the feature/experience and how it fits in the product and maps to the business + Flow of the user for the given problem + Friction cost & speed of given interaction	Low	Low	Medium	High	High	Medium	High
		Explorations + Final recommendation	Exhausing all possibilities of potential solution approaches + Having a strong rationale for arriving at a recommendation + Understanding long-term implications of recommendation	Low	Medium	High	High	Medium	Low	Low
		UI & Visual design + Delivery	Consideration for content, interactions and all states + Consideration for localisation + Accessibility + Preservation of the design system + Preservation of brand + Ensuring high fidelity of the final output in production	Medium	High	High	High	Low	High	High
		Initiative	Identify challenges & areas of opportunity for product to grow + Identify user pain-points and help prioritize them crossfunctionally + Idenfity & prioritize research where we lack user insights	Low	Low	Low	Medium	High	Medium	High
	Soft skills	Guardianship	Help improve design standards in the company + Defend good design and perpetrate user-first problem-solving practices cross-functionally + Improve design/dev collaboration for better quality of product delivery		Low	Medium	High	High	Medium	High
		Citizenship	Contributions to culture and the team + Contributing to improving the team & hiring + Improving productivity of the team through tools and processes	Low	Low	Medium	High	High	High	High

Fresh approach to hiring and team building

Ran the most innovative design hiring program in India – Unacademy Debut. It was later emulated by many other startups across the country.





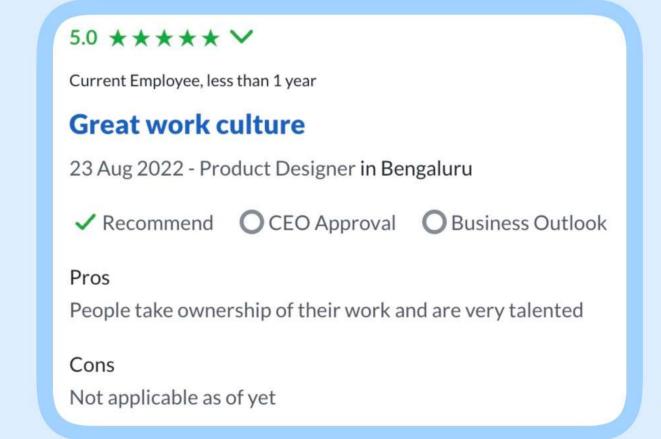
"We've built by far, one of the best design teams in India."

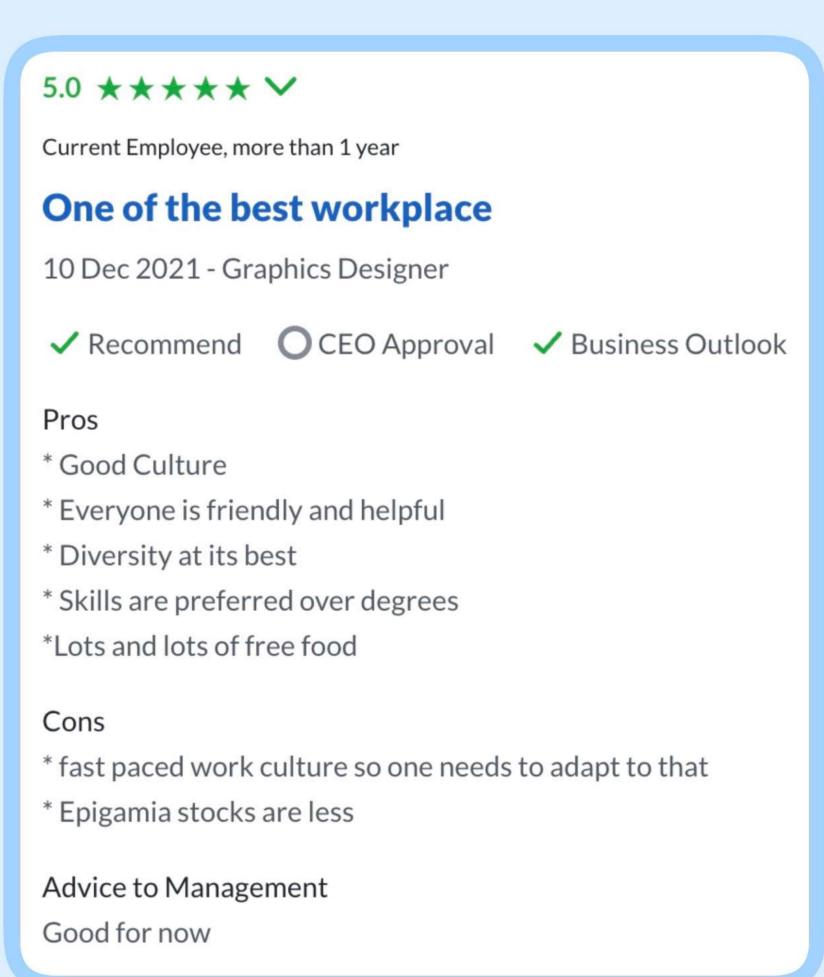
Gaurav Munjal (CEO, The Unacademy Group)

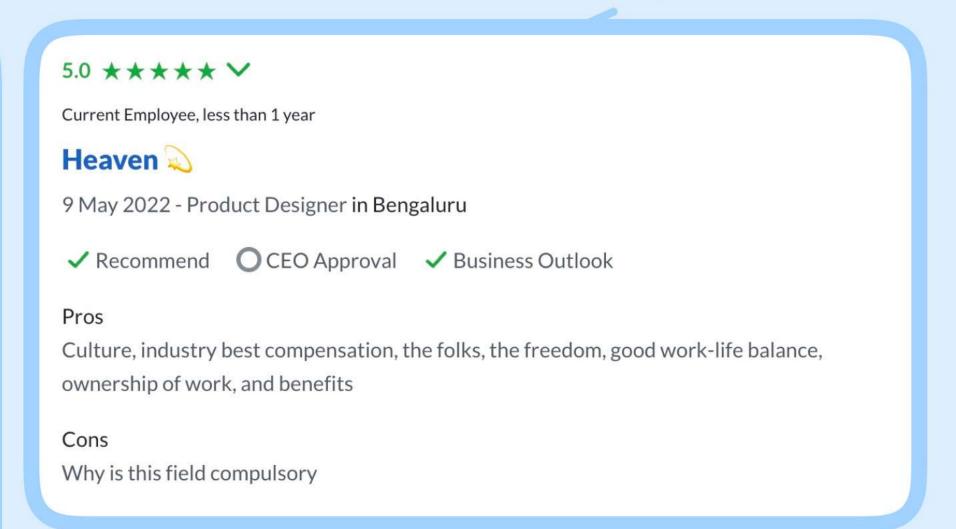
Built a design culture widely revered

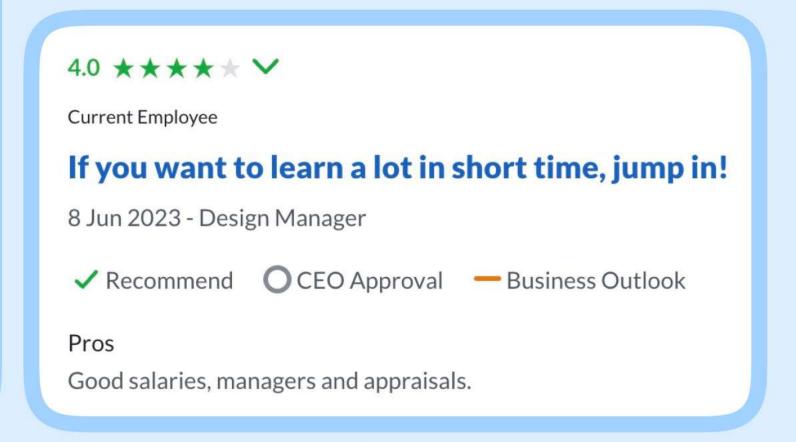
Current and ex-team members fondly speak about their formative experiences under my tutelage.

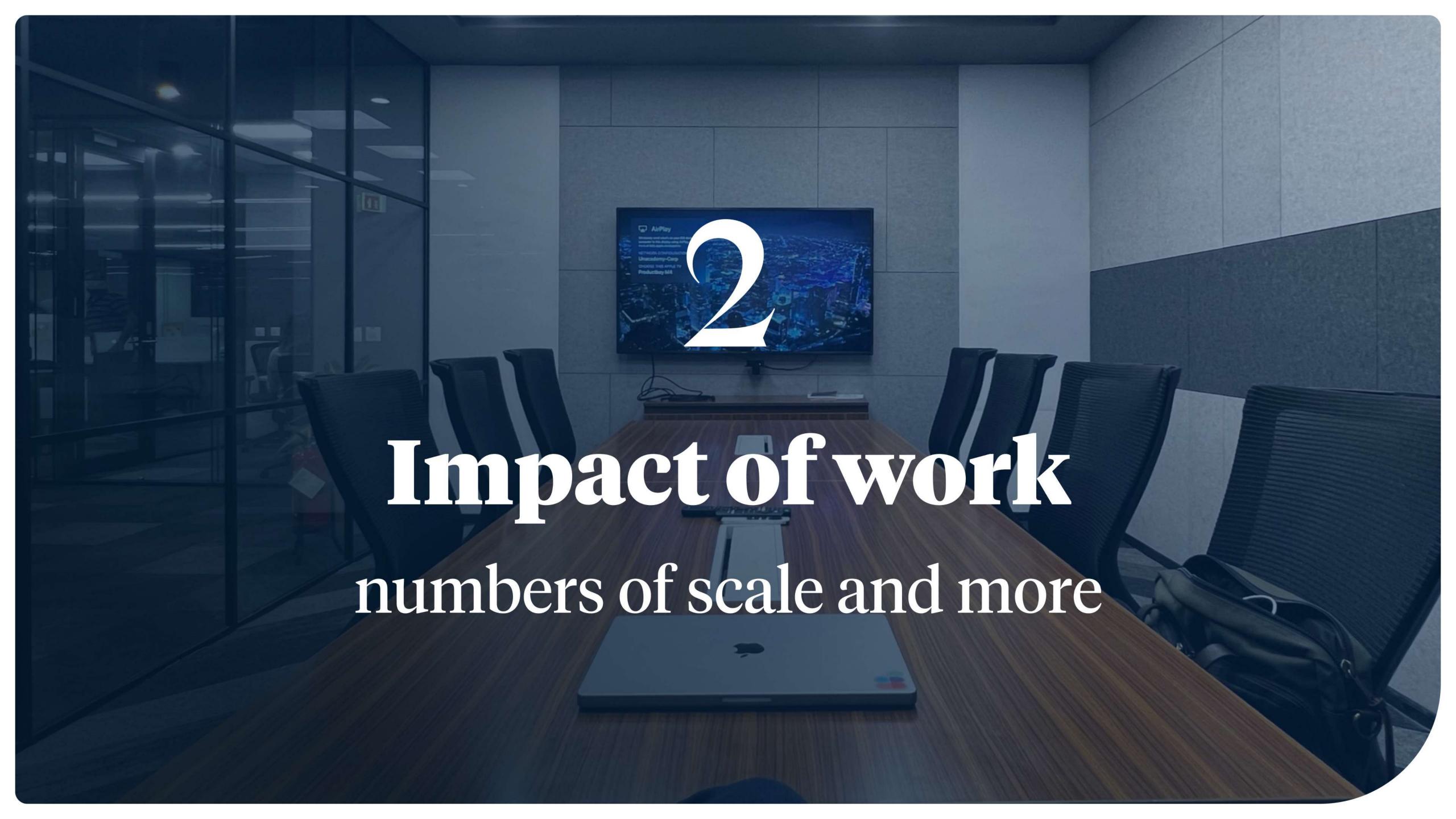












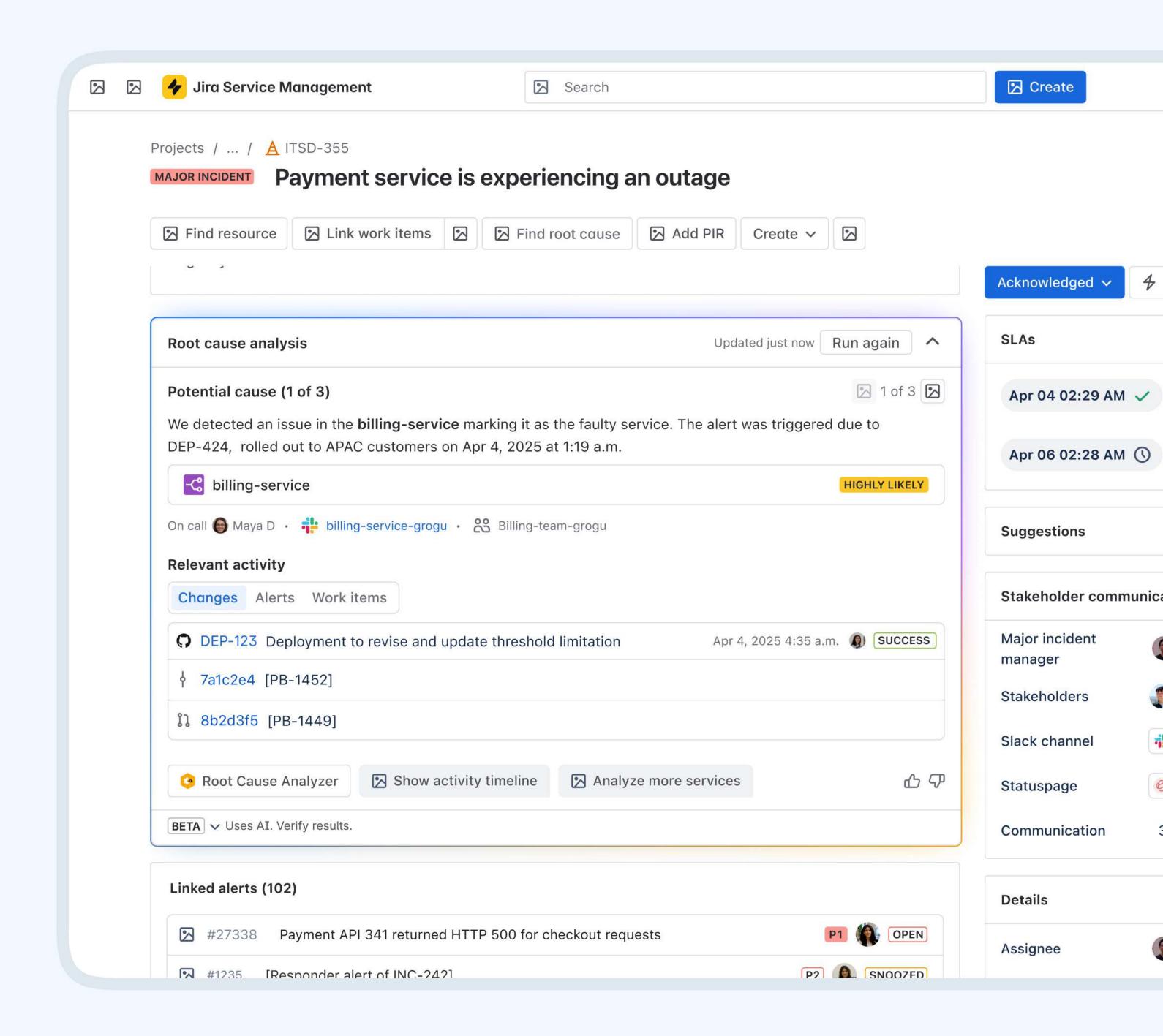
ENTERPRISE SAAS

Jira Service Management

Atlassian

Leading the Al-native transformation of enterprise experiences in Atlassian's fastest growing business – Jira Service Management.

~\$1bn 37%
Annual revenue YoY growth



Airlearn

(formerly Unacademy Languages)

Built a principled language learning app that became the most loved in the world. Even more than Duolingo.

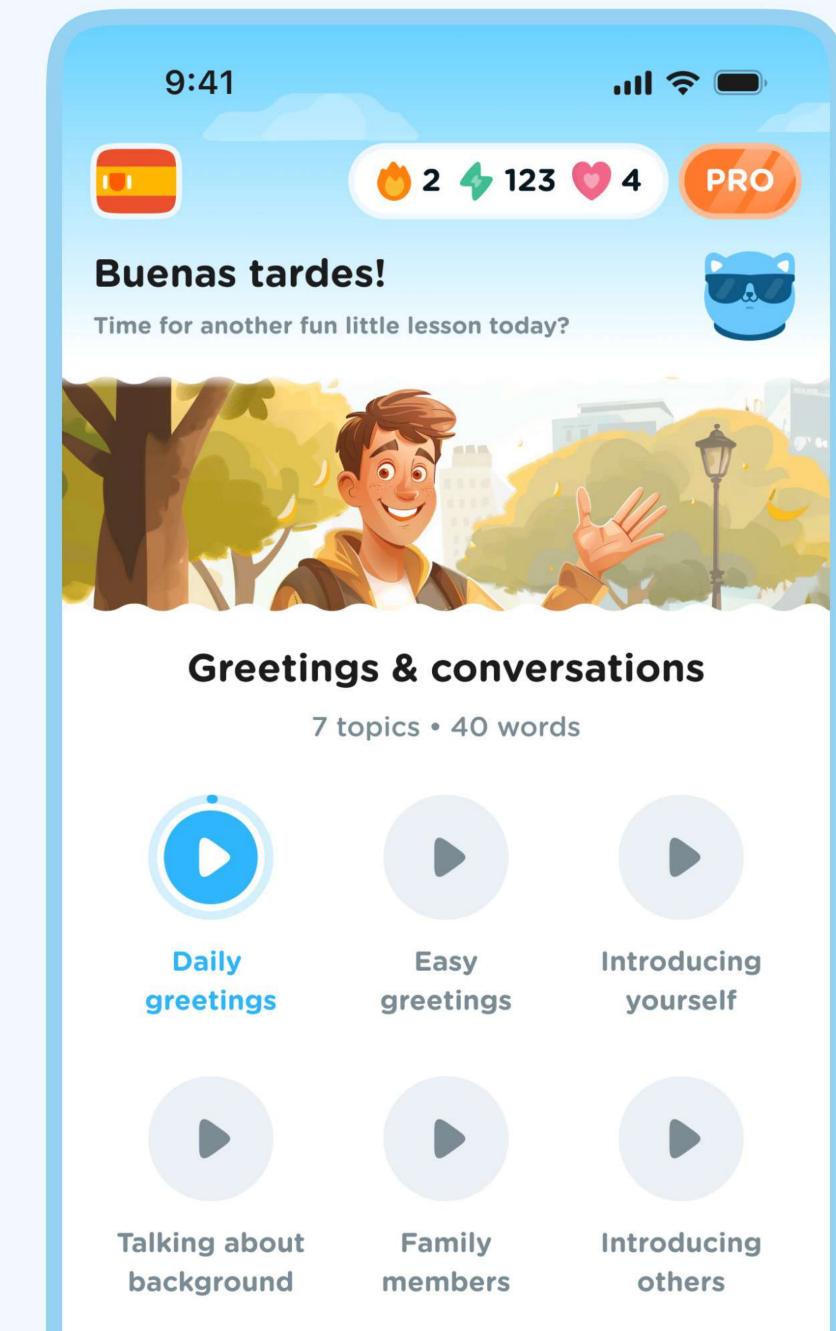
4.8 stars

App rating

40.1%

23.5%

D7 retention D30 retention





English, we say 'a red car', while in Spanish, it's un coche rojo.

nlike English, Spanish adjectives come after the noun.



Un coche rojo

Unacademy **Test Prep**

Built the most feature-rich and loved online teaching & learning experience in the category.

4.4 stars

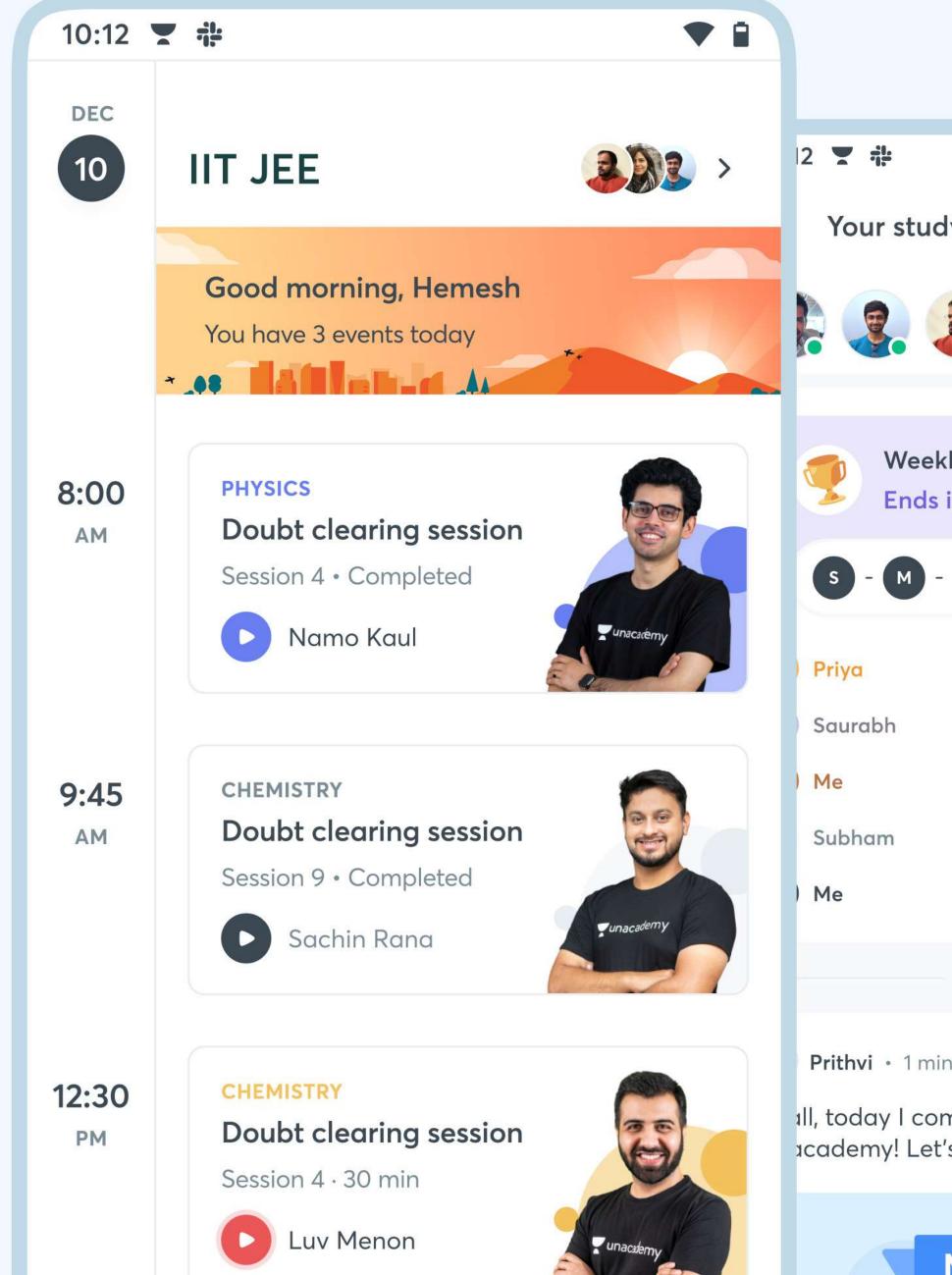
App experience

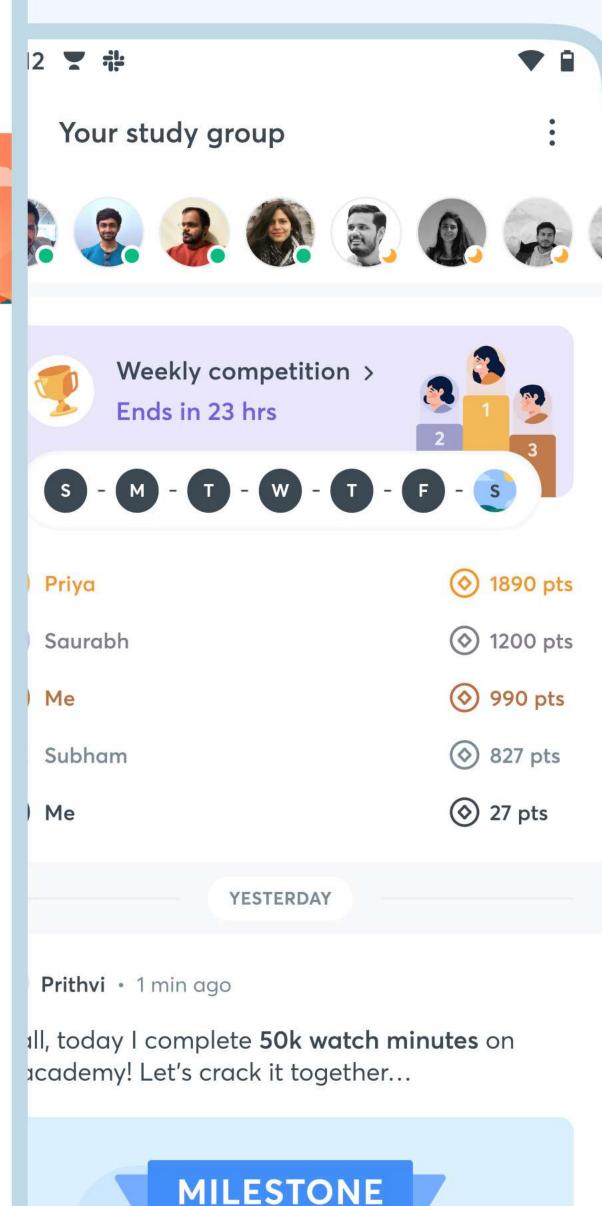
5B

Watch minutes every year

#1

Education app in India





GLOBAL CONSUMER TECH

Google Search

Led designs of the seminal Searchbox & Autocomplete features across Google.com, iOS & Android, and the One Google Bar.

Rich Entities

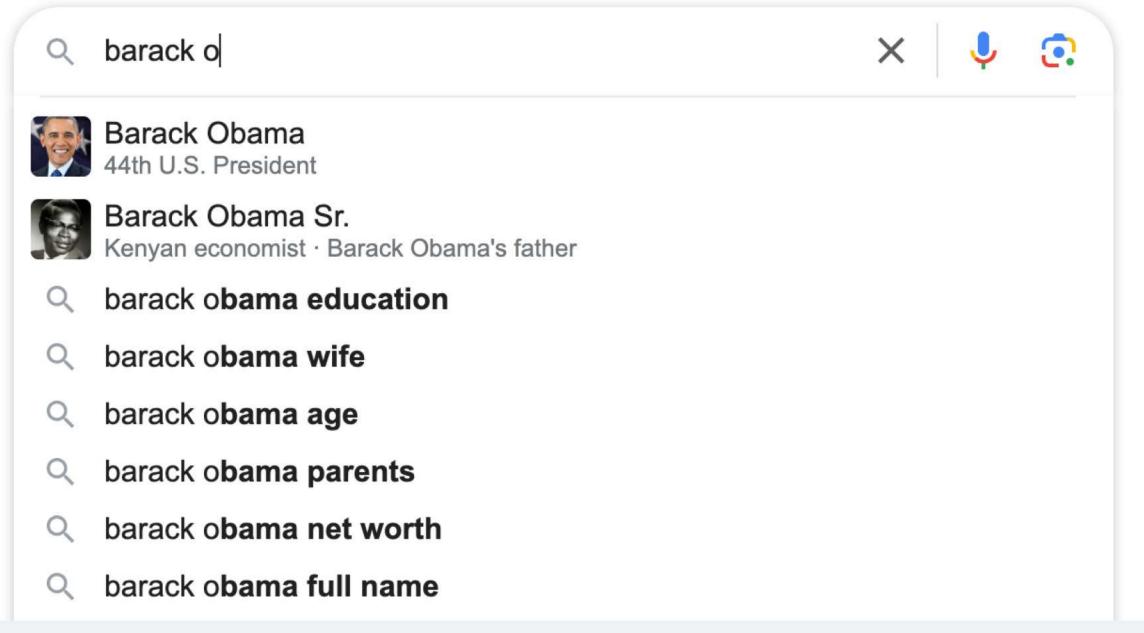
Visual search suggestions

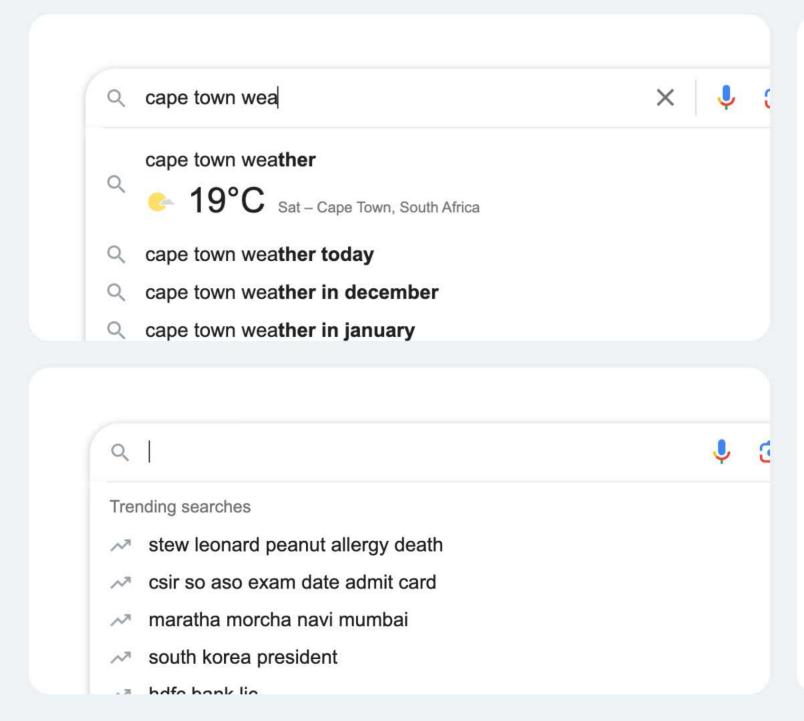
Weather and Scores

Structured real-time information at hand

Trends

Goings on around you







GLOBAL ENTERPRISE SAAS

Google Cloud

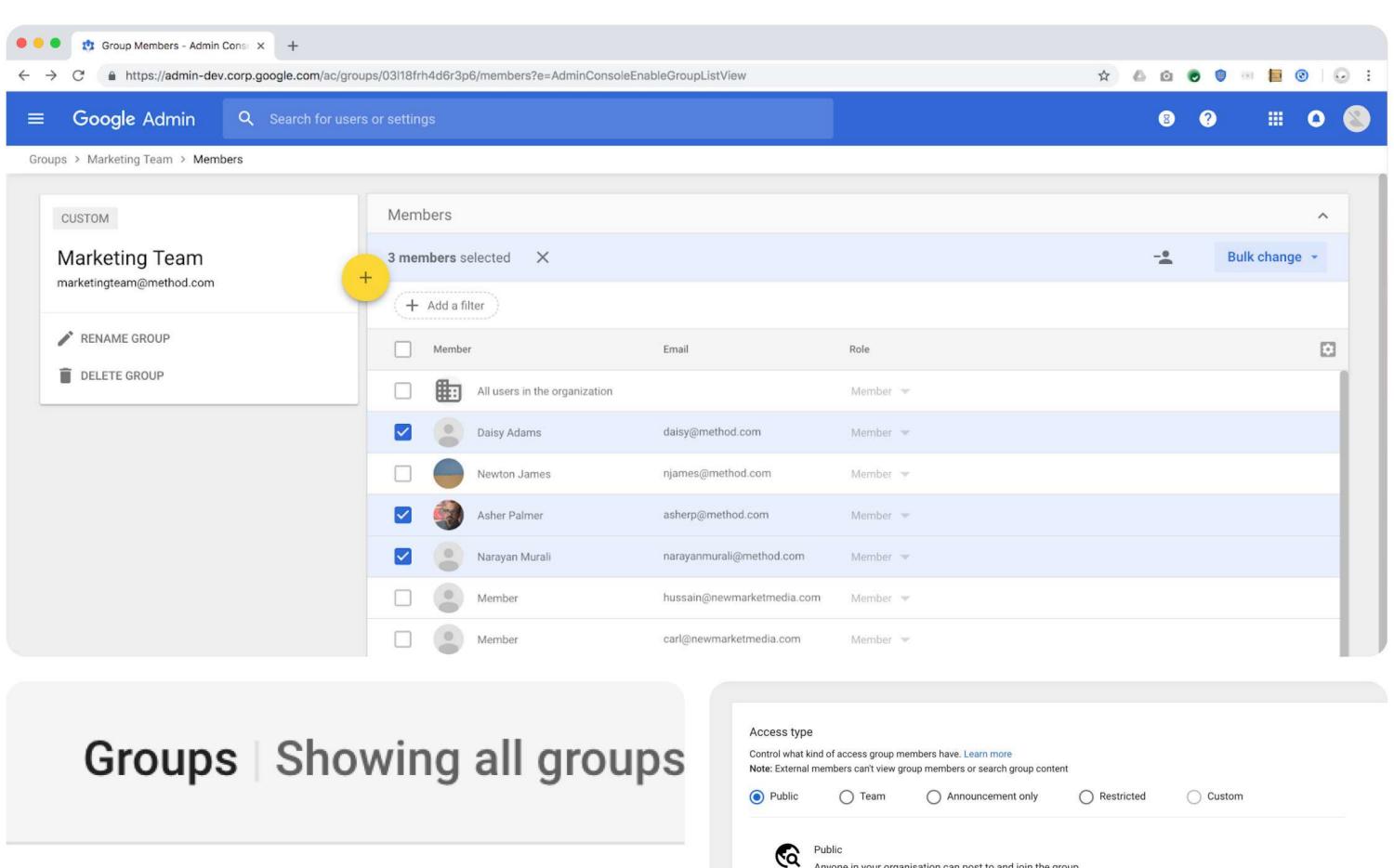
Led designs of multiple critical modules in Admin Console for Enterprise Admins managing G Suite for large companies.

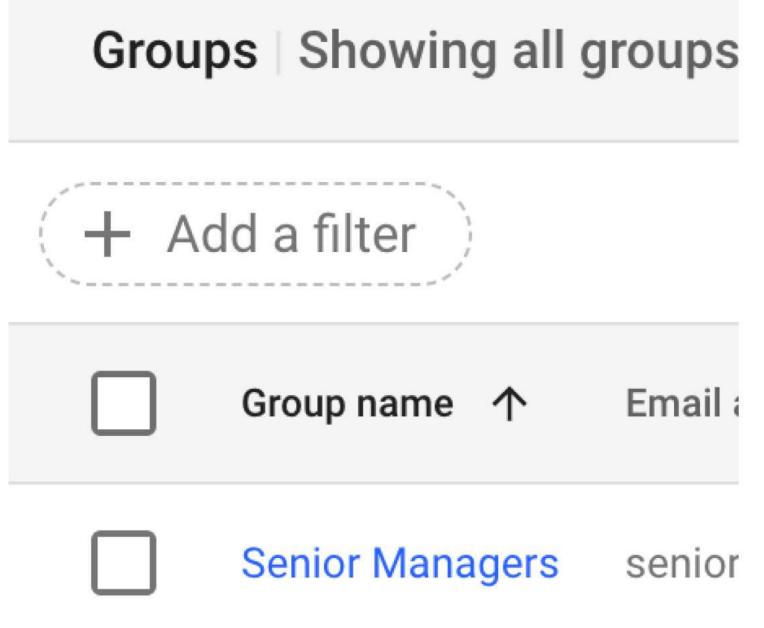
Group Management

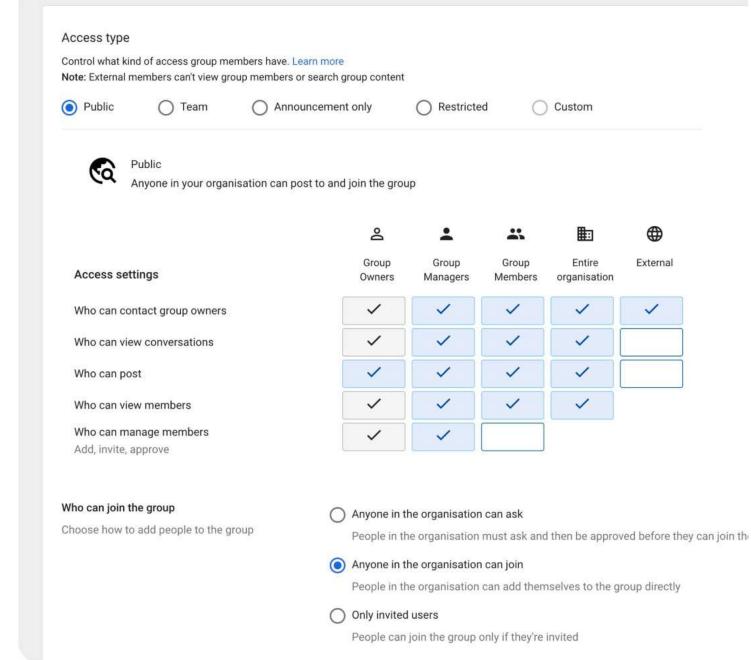
Role Management

Wrote Entity List Spec

Single source of truth for the most-used component in the entire Admin Console







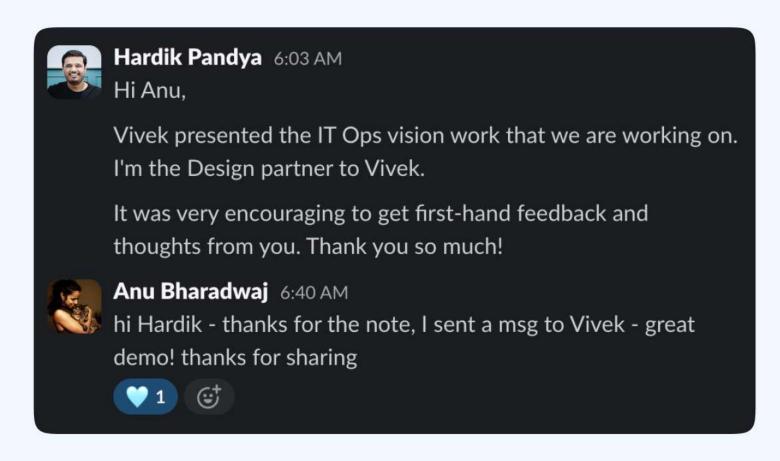


Atlassian Global Leadership

Key members of the Product, Design and Engineering leadership teams at Atlassian

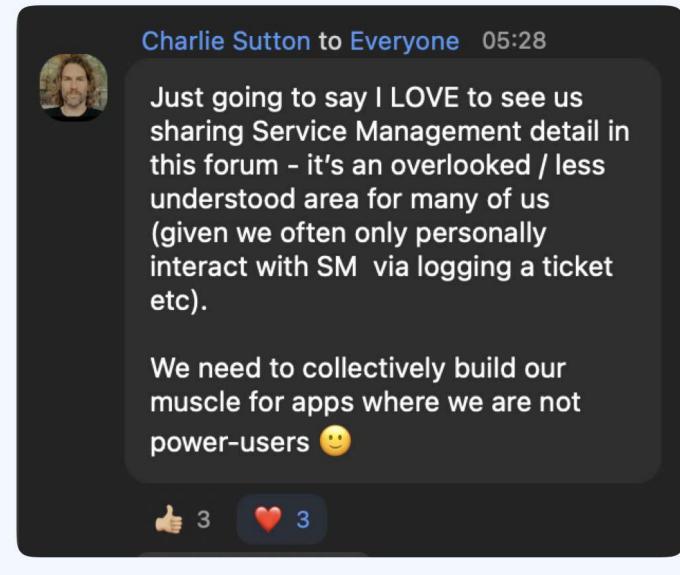
Anu Bharadwaj

President



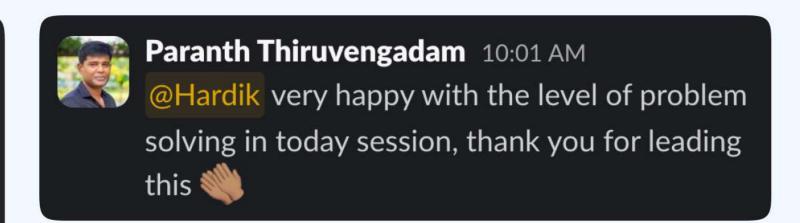
Charlie Sutton

Global Head of Design



Paranth Thiruvengadam

Head of Engineering

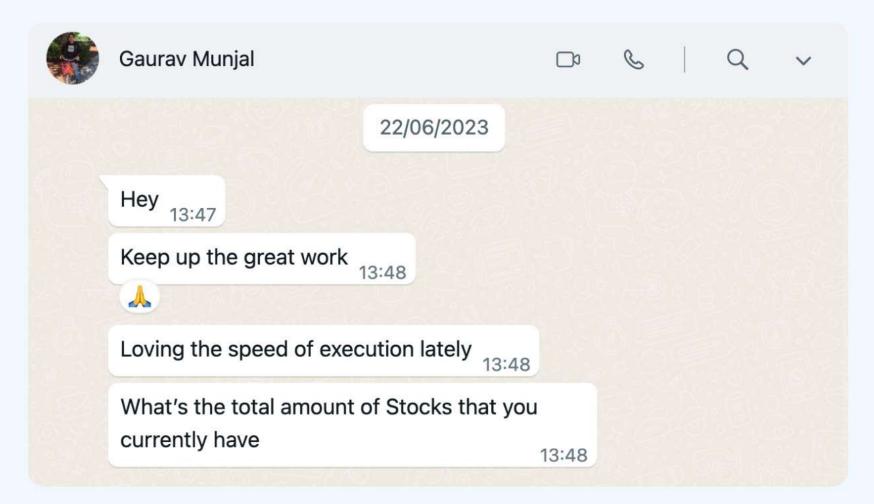


Gaurav Munjal

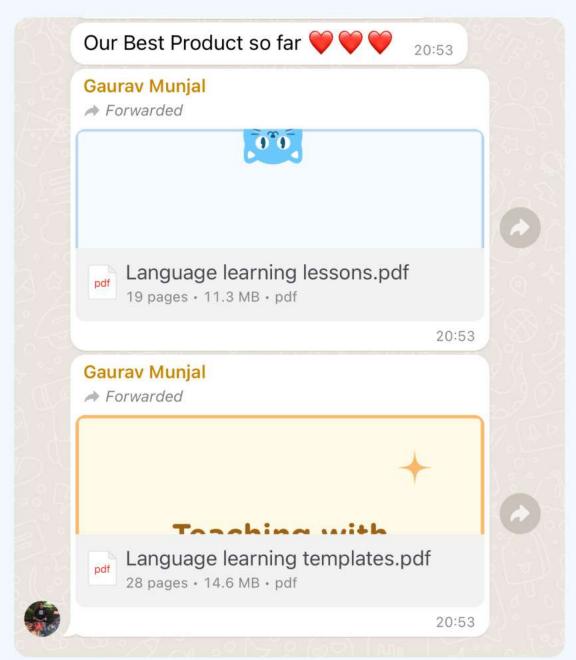
CEO, The Unacademy Group

Tenure overlap

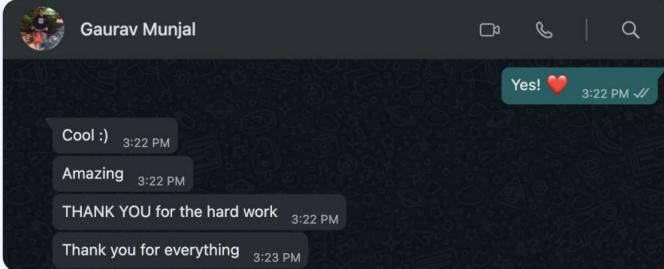
4+ years







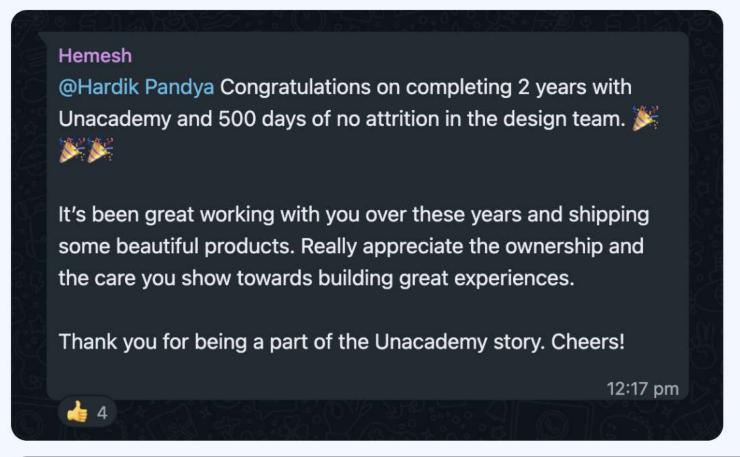




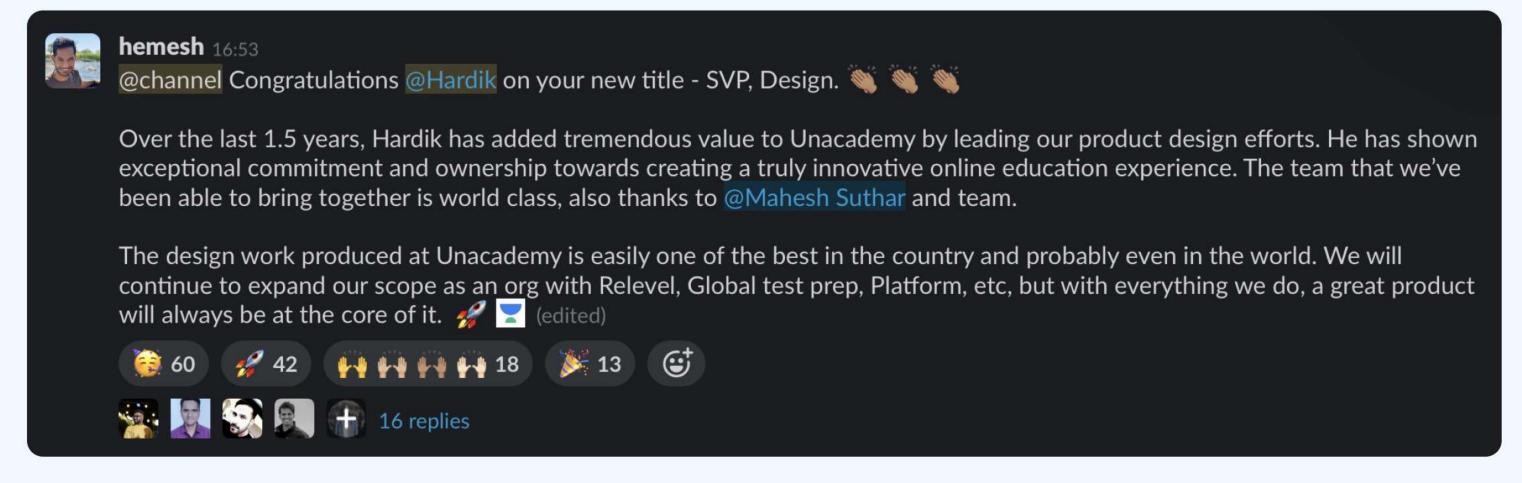
Hemesh Singh

CTO & Cofounder,
The Unacademy Group

Tenure overlap
4+ years





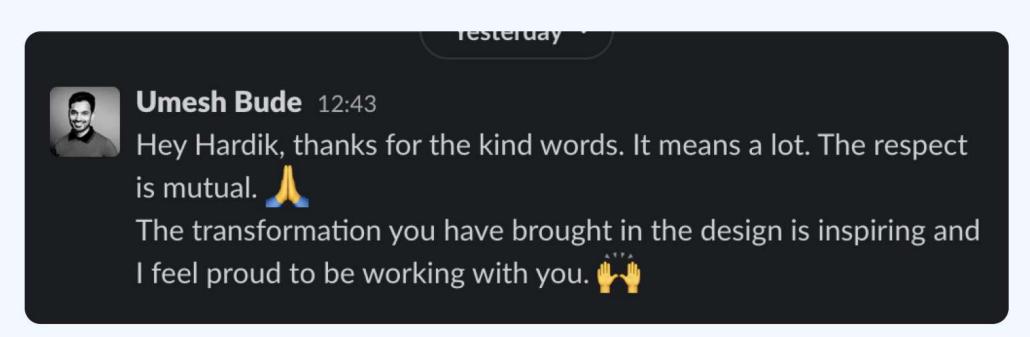


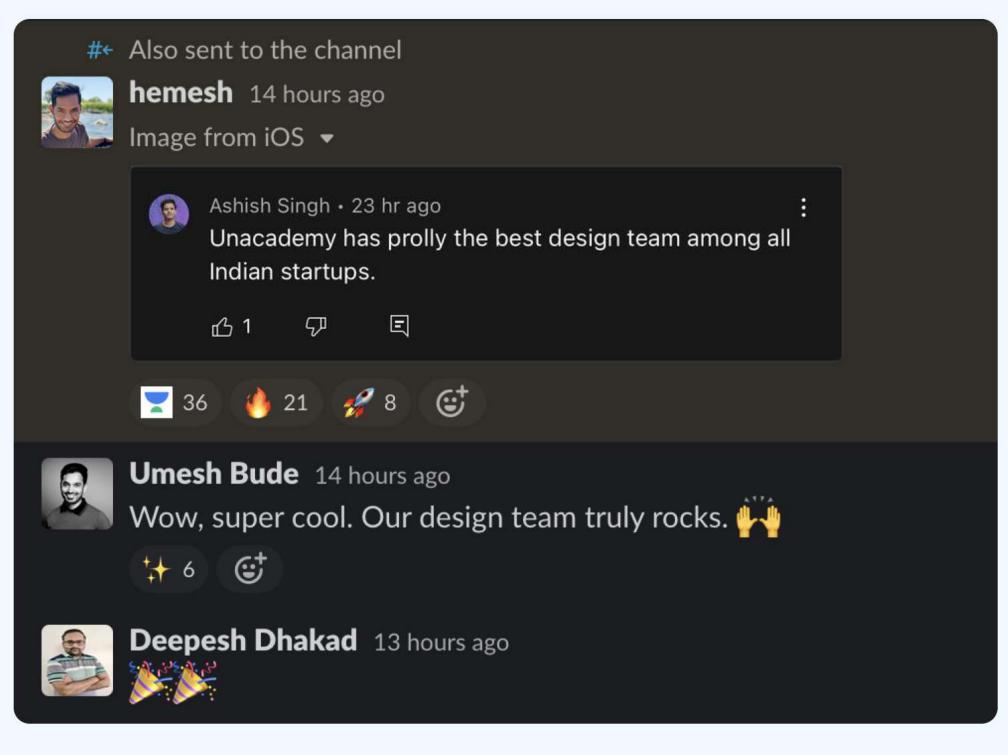
Umesh Bude

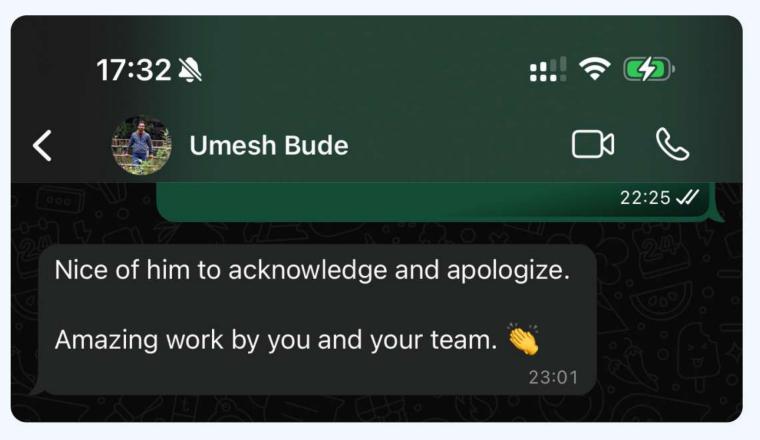
SVP Engineering, The Unacademy Group

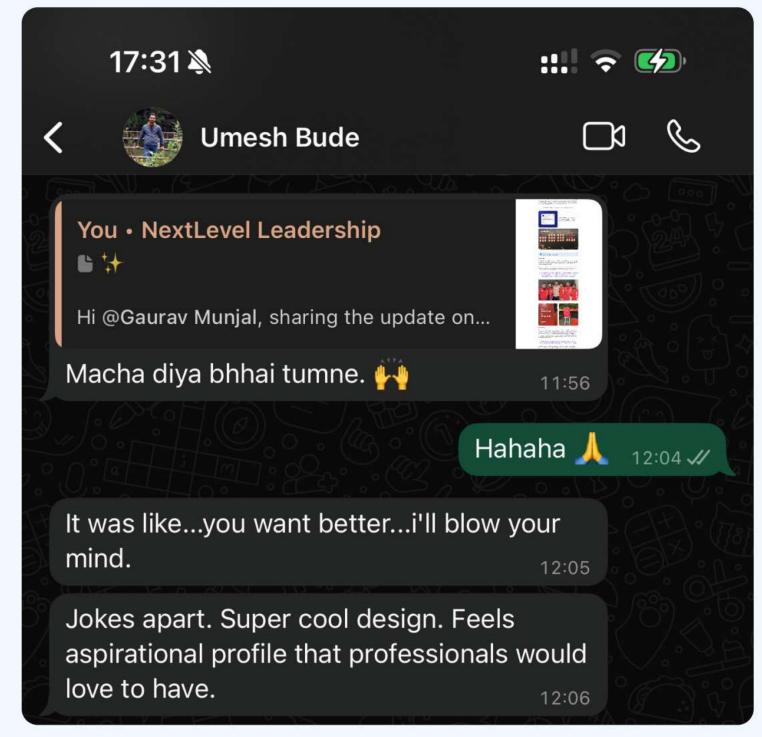
Tenure overlap

3 years

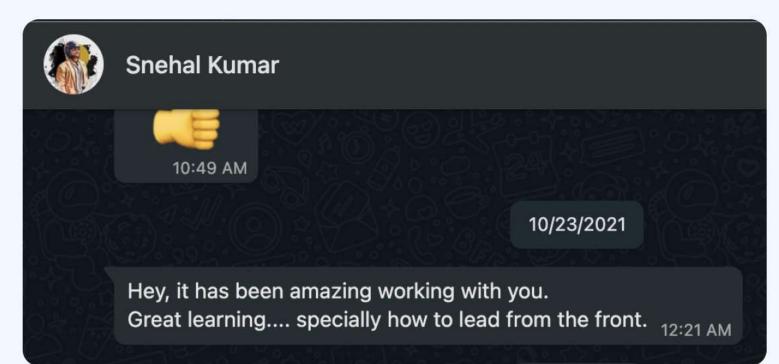


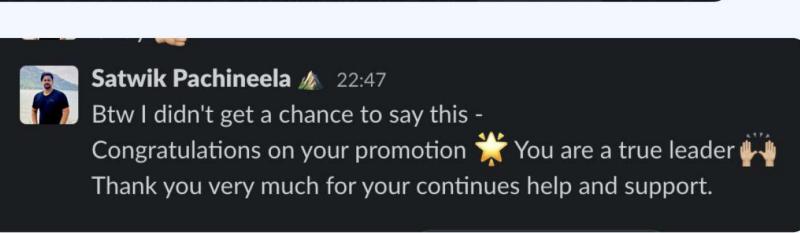






Team members and other leaders

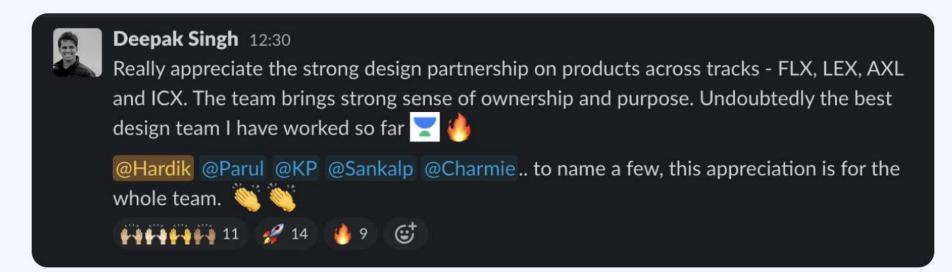


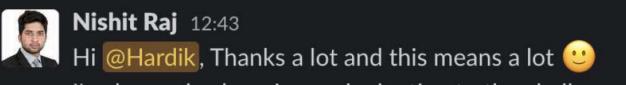


Himanjali 17:32

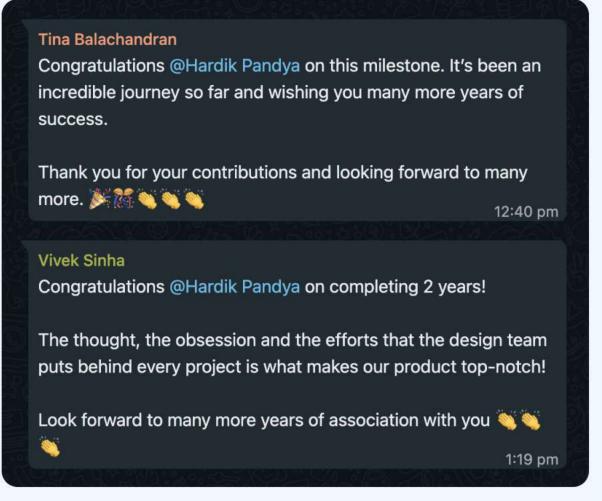
Hey @Hardik - just wanted to thank you for the support, and design excellence that you have helped with across all the projects. I really appreciate the lens of simplicity you are able to bring from a user experience pov. Something that I want to build on as well, and will continue to learn from you.

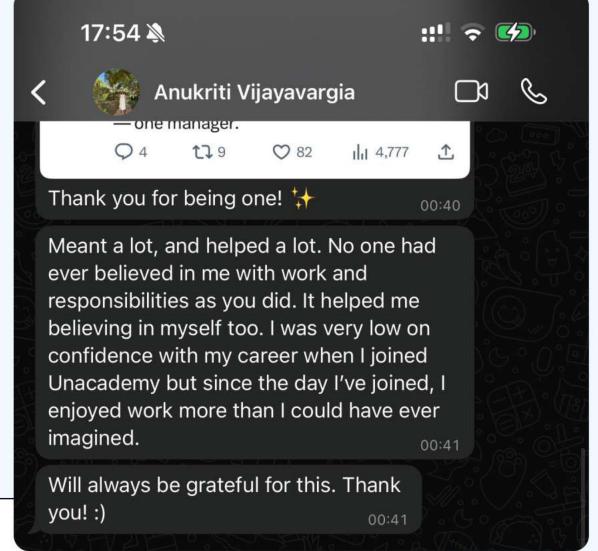
Forever thankful to @Rohit Nigam - but a big thanks to you 🙌 🤻 🙏 (edited)





I've been also learning and adapting to the challenge in the process. Your feedback, insights and support is extremely valuable and important to me. It's been quite a learning curve for me. Hope to keep up the work and create great products togethers!







A special mention to @hvpandya for creating a phenomenal design culture and setting a high benchmark for excellence.

3:53 PM · Jun 18, 2023 · 1,381 Views

I quite like this framing -



It is a Duolingo clone sure. Cloning apps not a crime. Apple and Google trading features all the time on iOS and Android for eg.

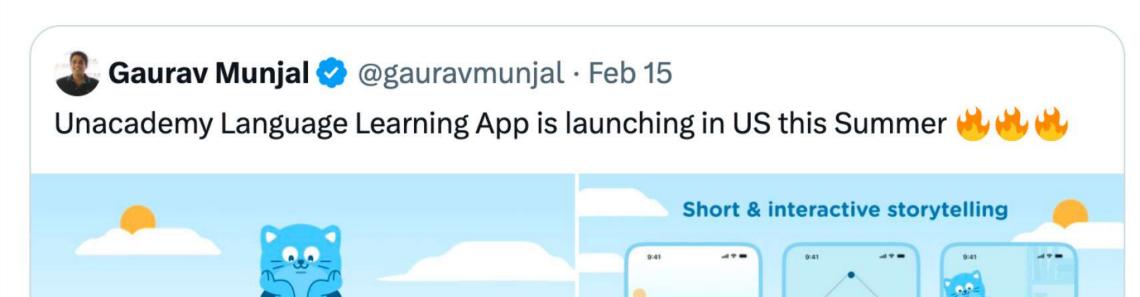
But I do appreciate how Gaurav is a relentless builder of neat looking apps.

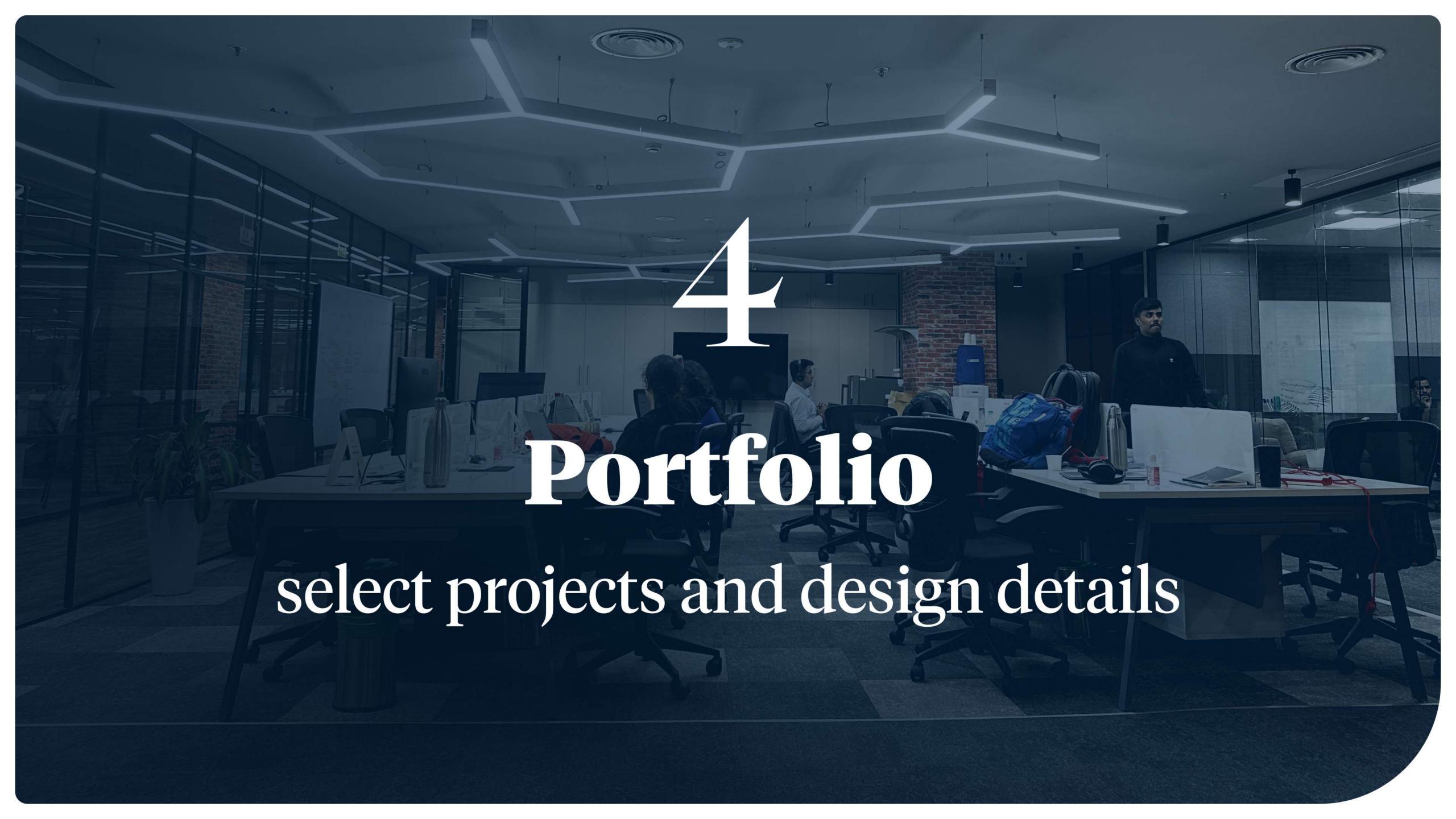
I loved that quiz app they built inside Unacademy. Unacademy itself is one of the nicest looking edtech apps, imho.

The UX for Graphy, NextLevel and Relevel was really nice too. Chonky buttons, good modern fonts, nice color pallettes, and the apps actually pretty fluid and delightful to use.

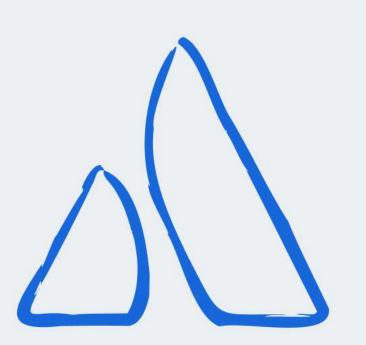
If Unacademy team was an app making studio like Obvious or X-Team or MutualMobile, it would be one of the world's highest paid and most in demand app studios for sure! I can put money on that fact.

I've dabbled a bit in edtech, and I love crafting delightful apps myself too. The sad thing I have learnt is most people making great business in education space do it by having big ticket price, high human interaction courses, sold via an aggressive inside-sales team, and is completely unrelated to how nice to use the 'digital' part of the product us.







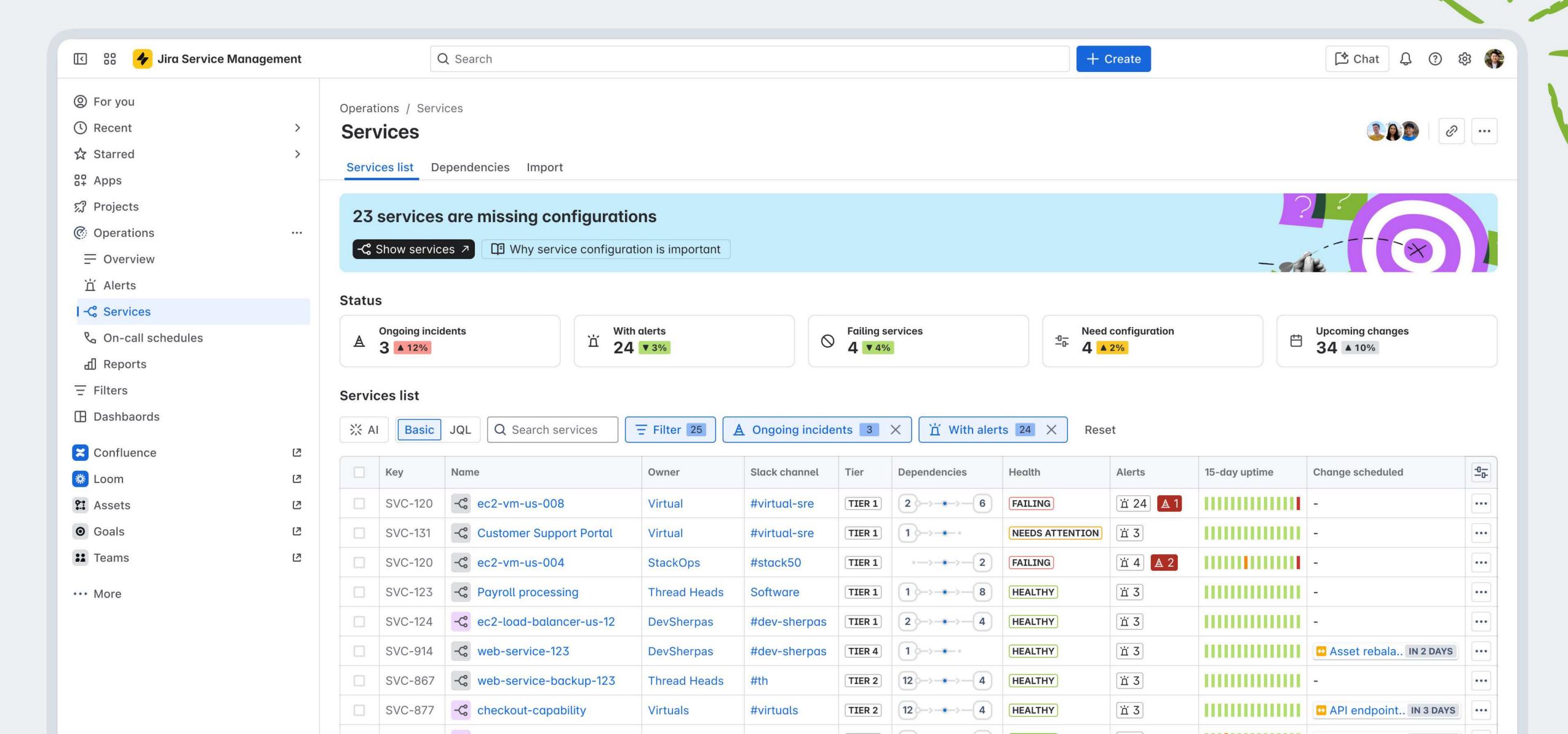


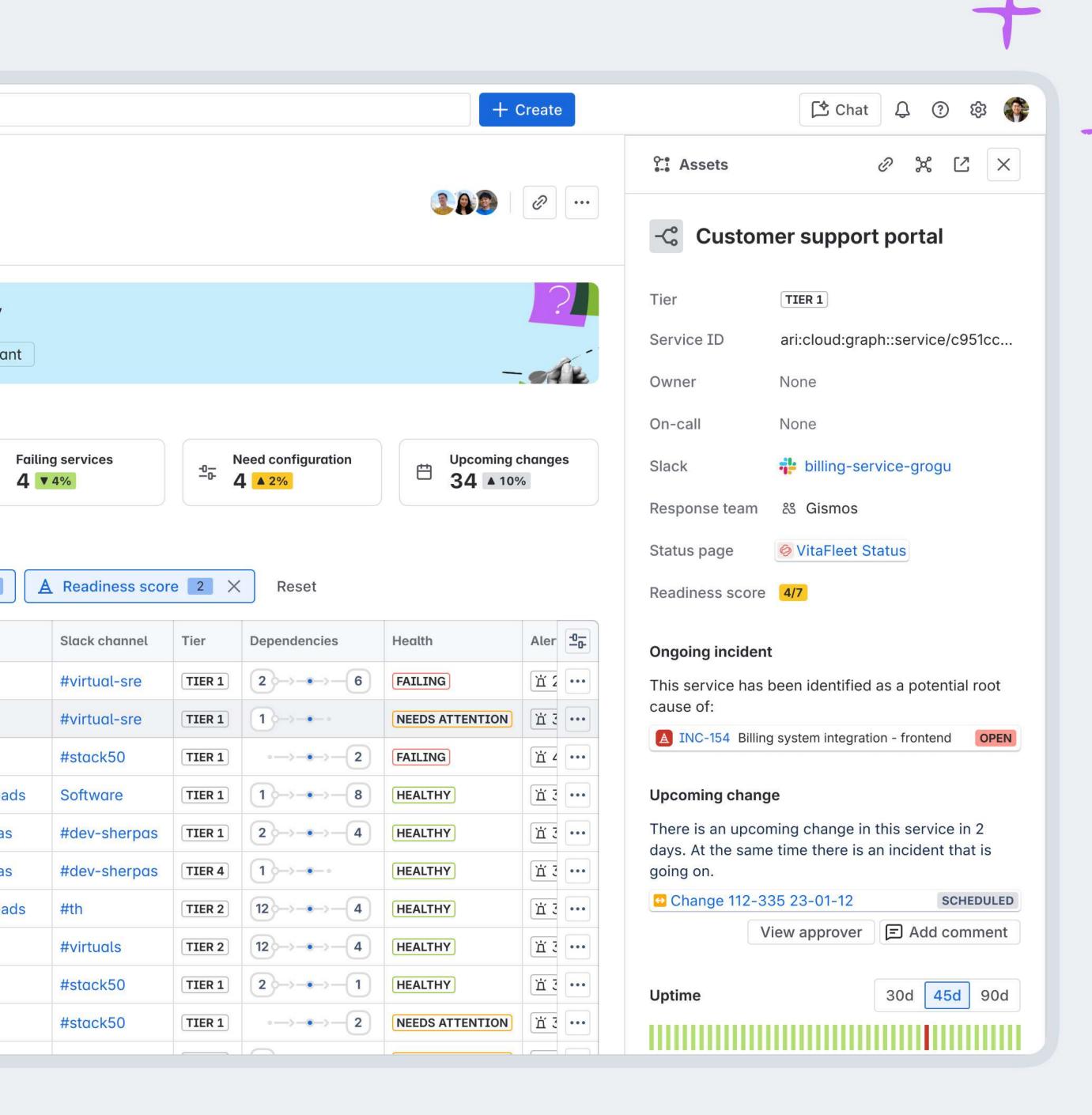
Jira Service Management

Transforming alerts and incident resolution experience with the power of AI.



Services infrastructure & uptime management

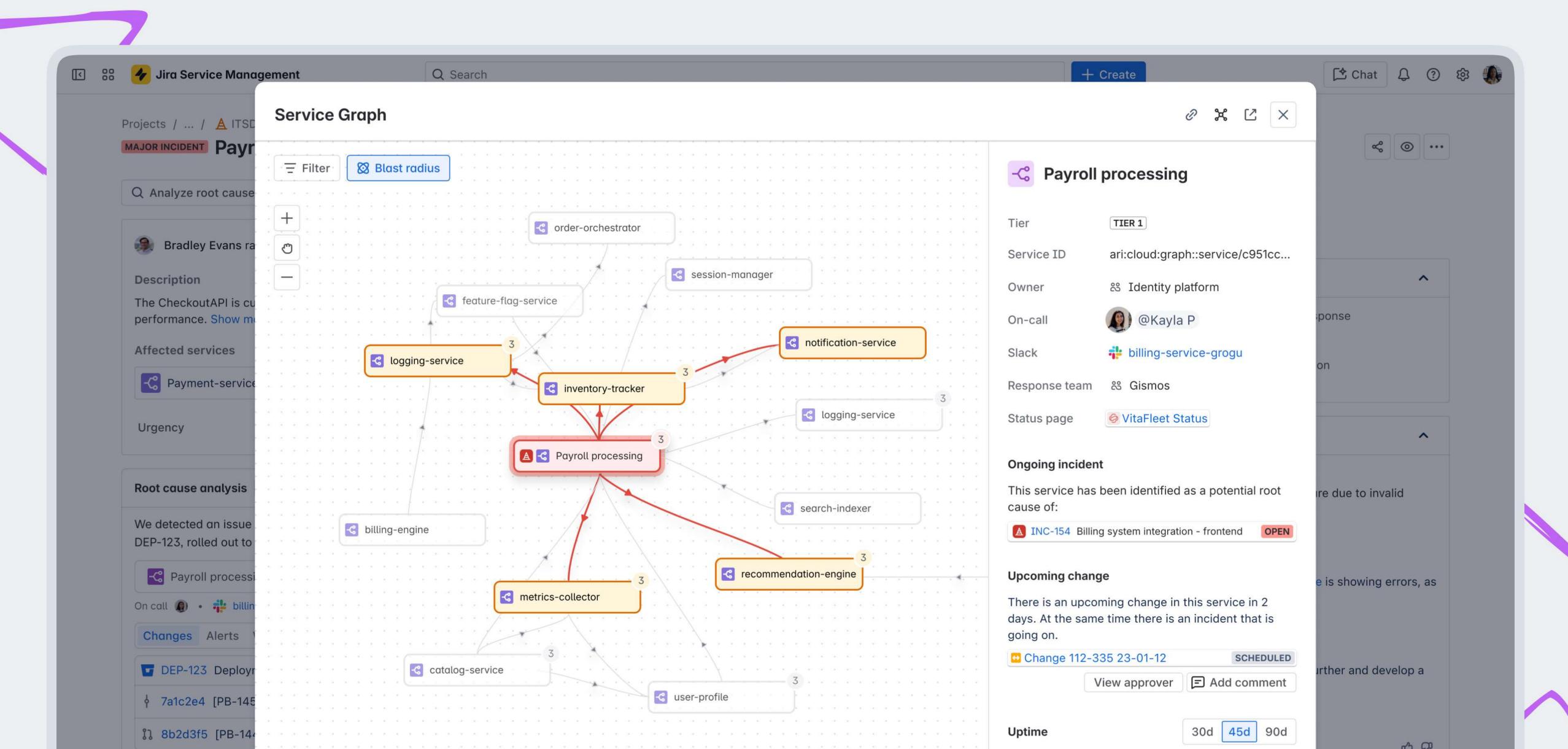


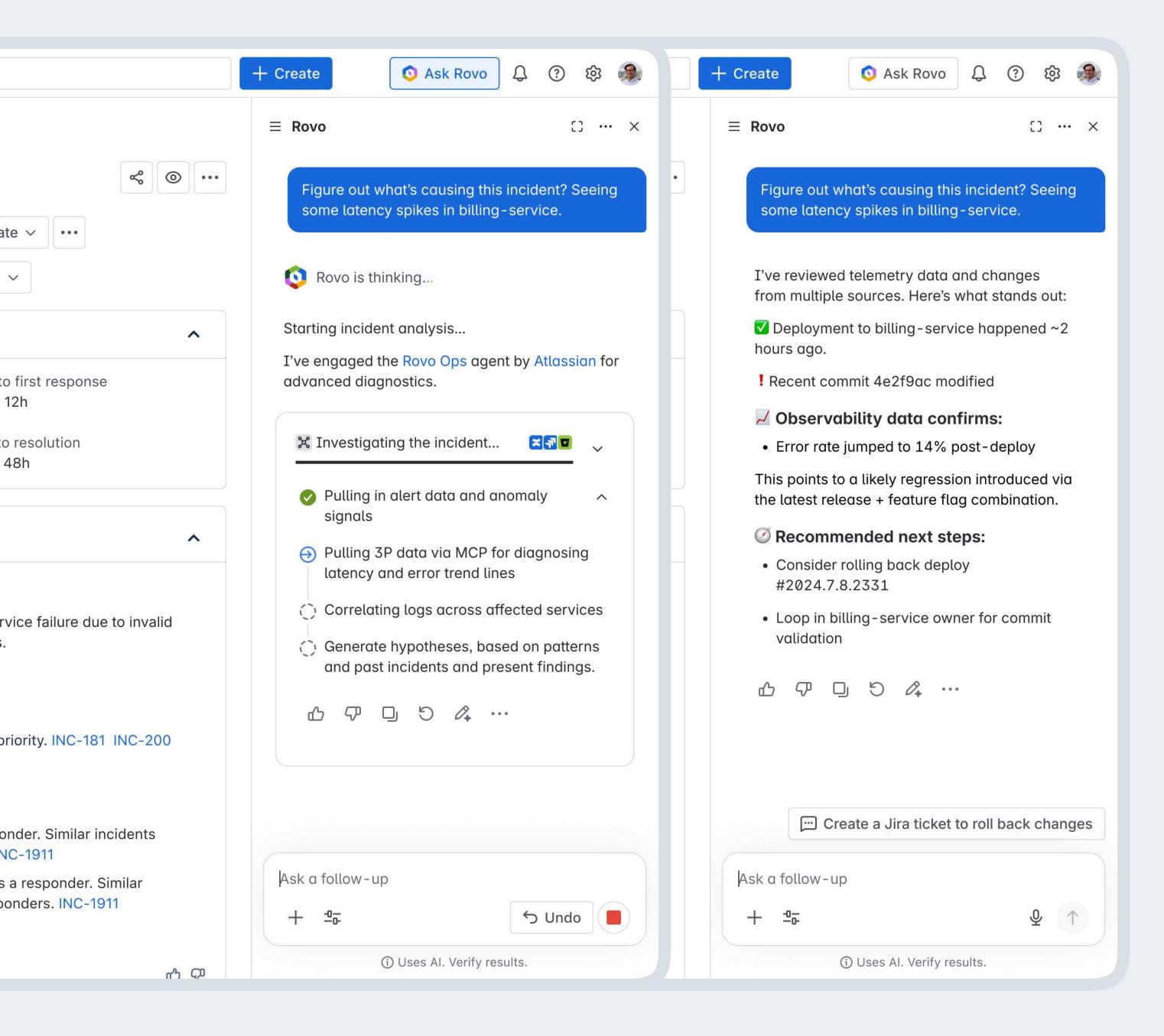


Service details, related incidents and change management tickets



Ongoing incident service graph & blast radius





Ask Rovo, the Atlassian AI agent for conversational incident resolution





Airlearn

One of the most loved language apps in the world

IN COLLABORATION WITH

Prashant Chauhan · Harsh Kothari · Kartik Khandekar · Anwit Si

THE CORE NARRATIVE

~~~ \* ~~~

We wanted to make a better language learning app, and not a clone of what's already out there.

#### So here's what we do differently

Actually teach the concepts, grammar & vocabulary.

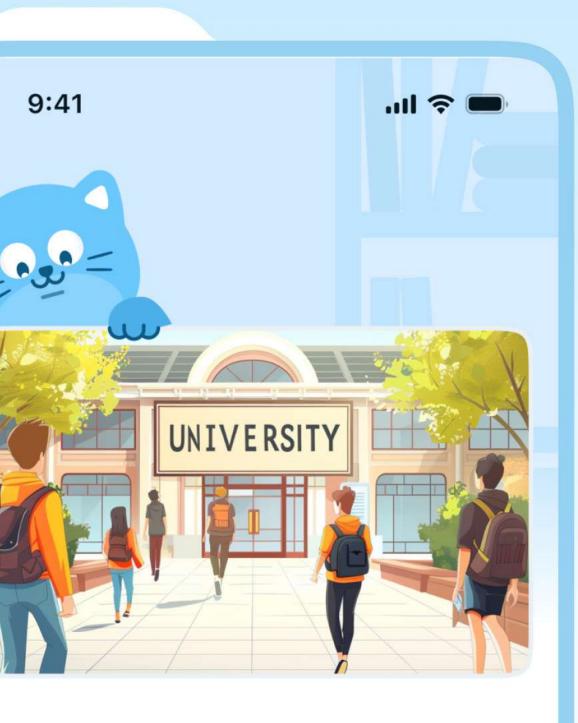
Build an encouraging, positive & reassuring experience.

Keep gamification light, don't get in the way of learning.

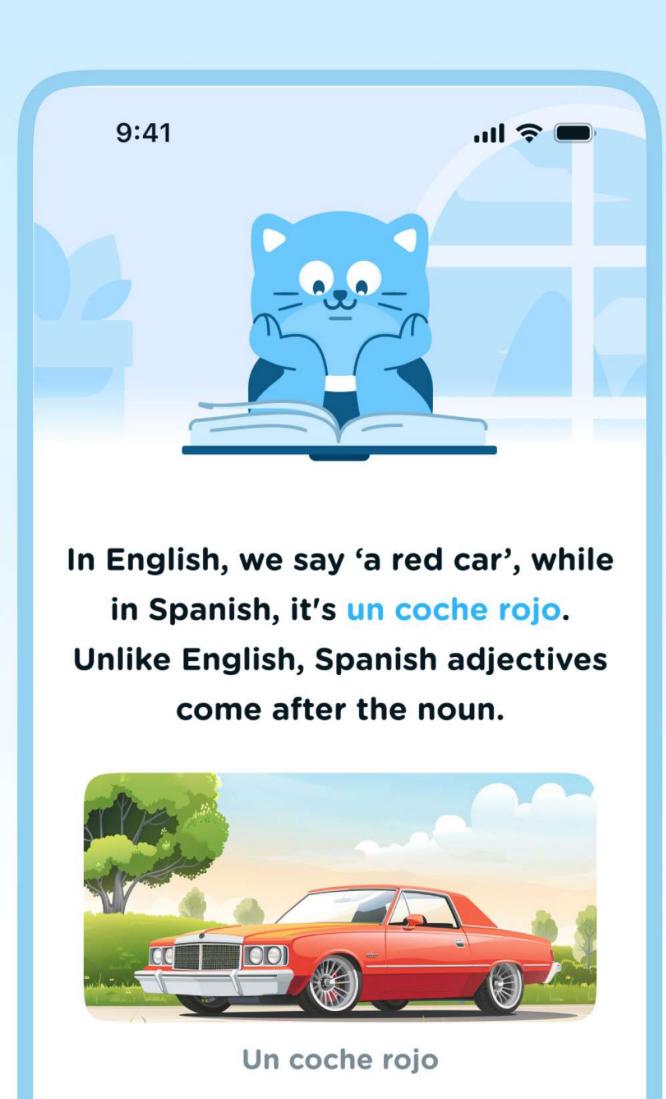


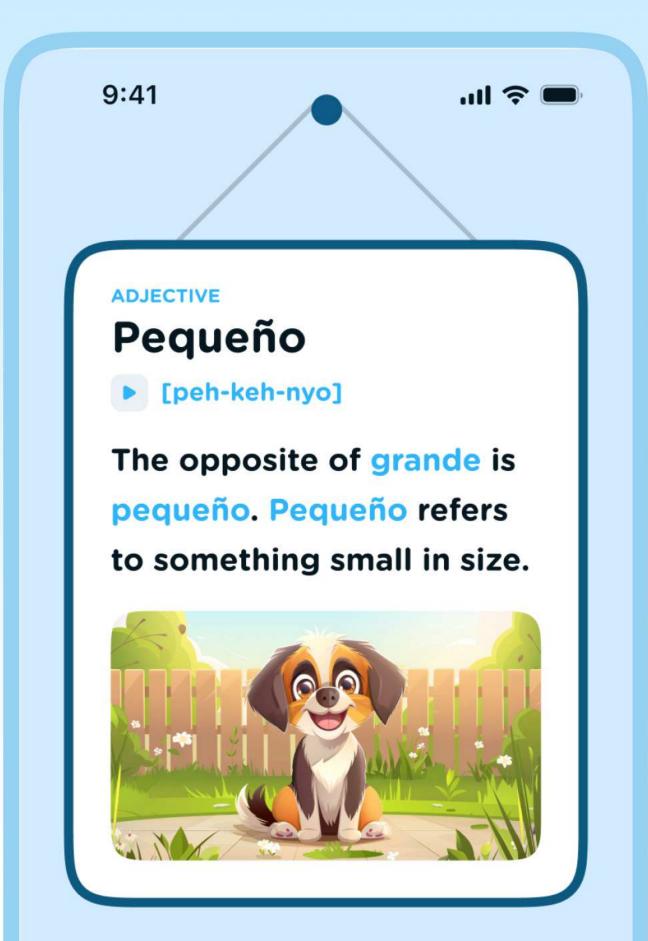
#### We actually teach through teaching slides

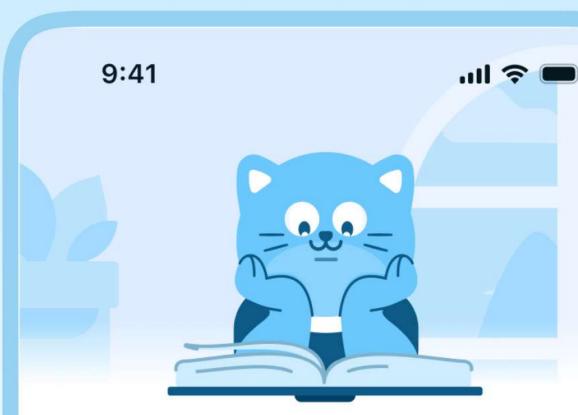
#### Covering concepts, vocab & grammar



La universidad means 'the university' in English. In Spanish, any noun ending in -dad is a feminine noun.



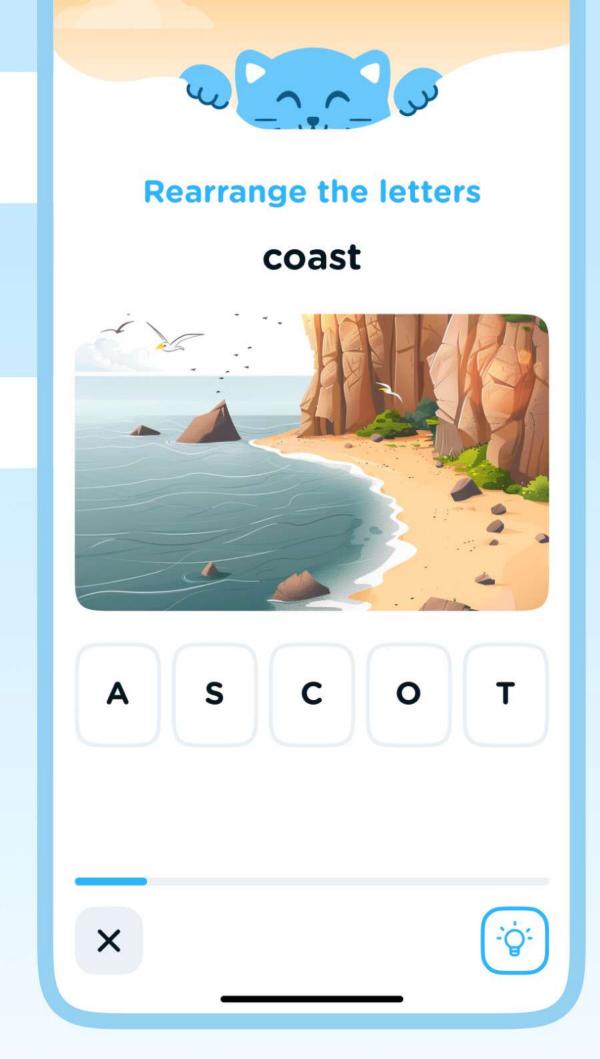


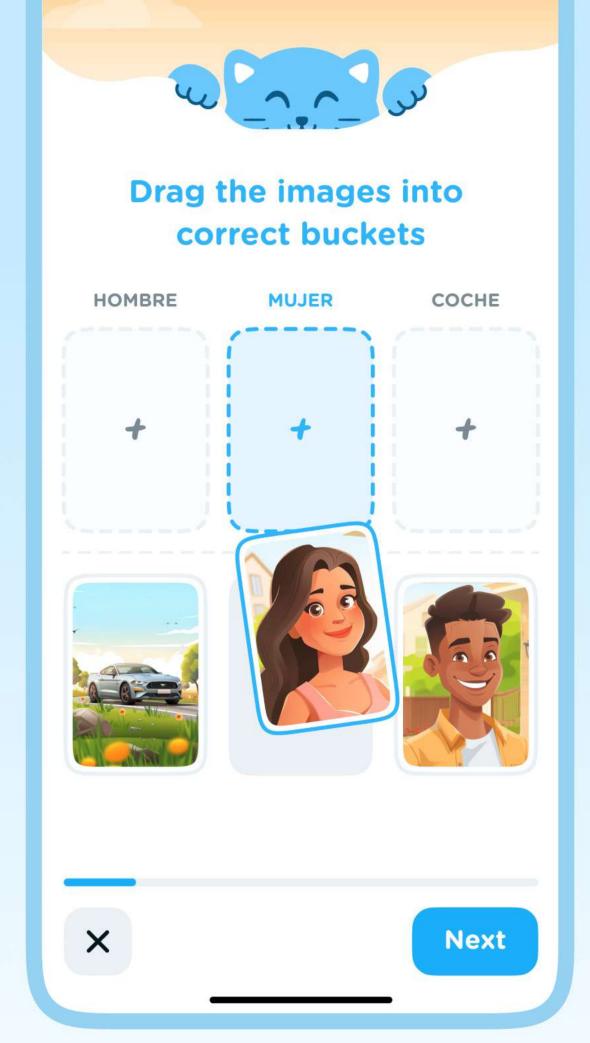


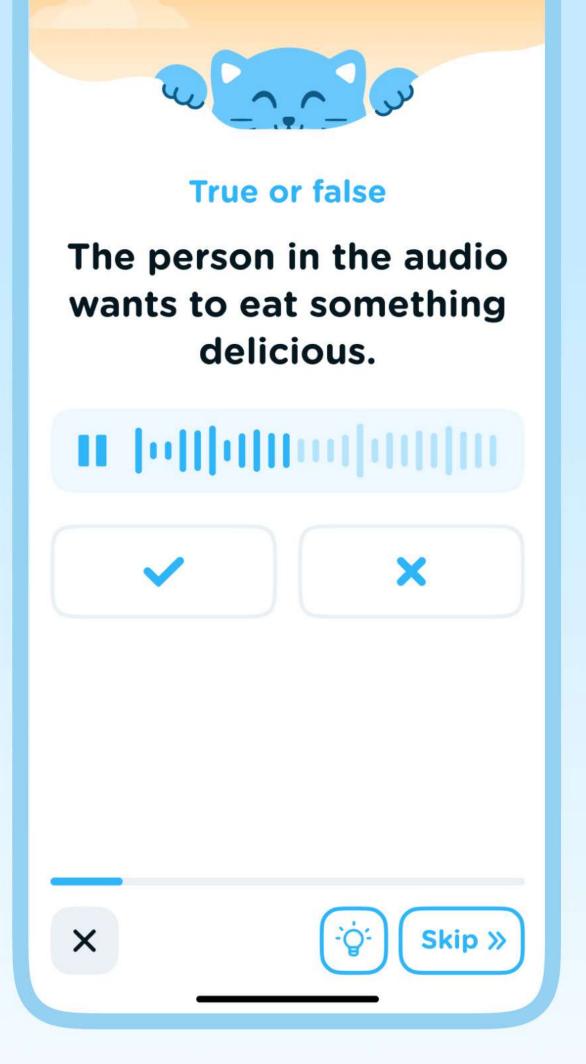
In Spanish 'It's Christmas' is spoke as es Navidad. Unlike English, Spanish has no word for 'it' when used as a subject.

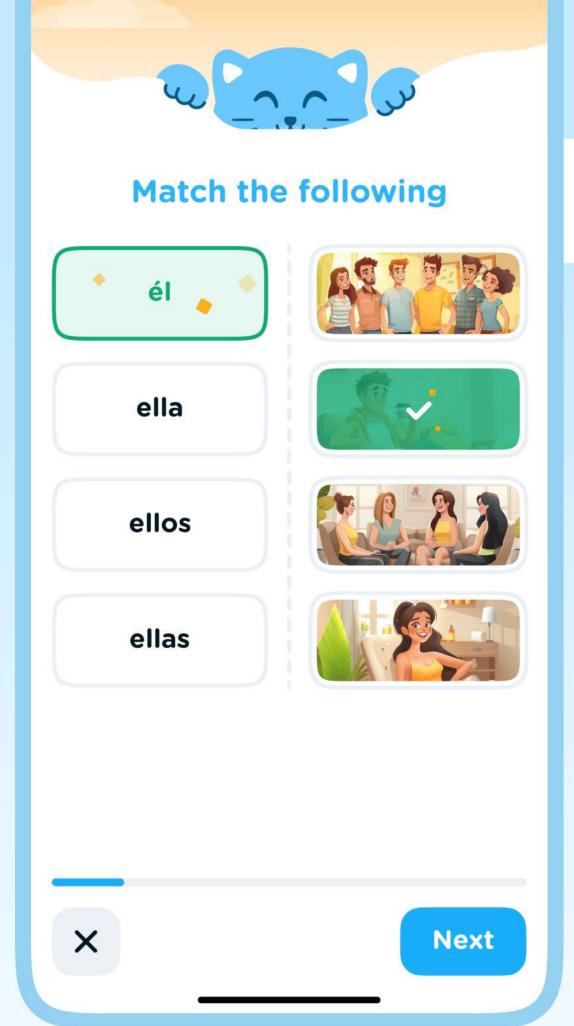


es Navidad



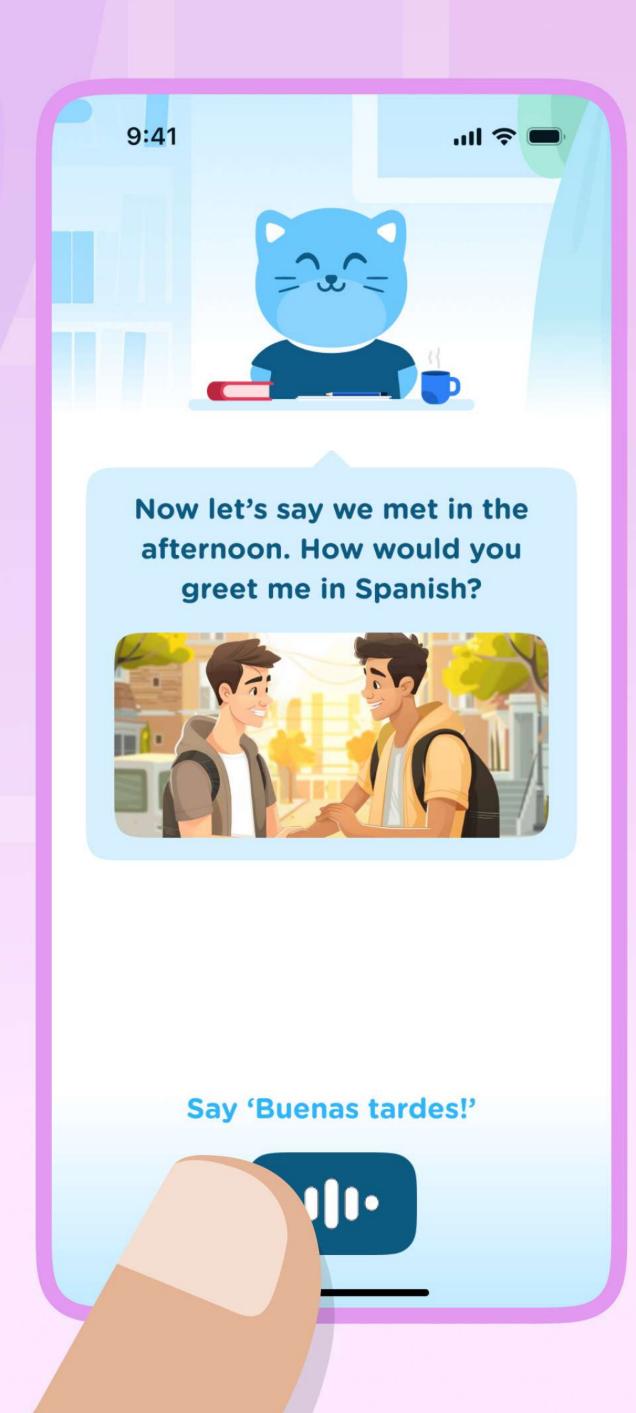


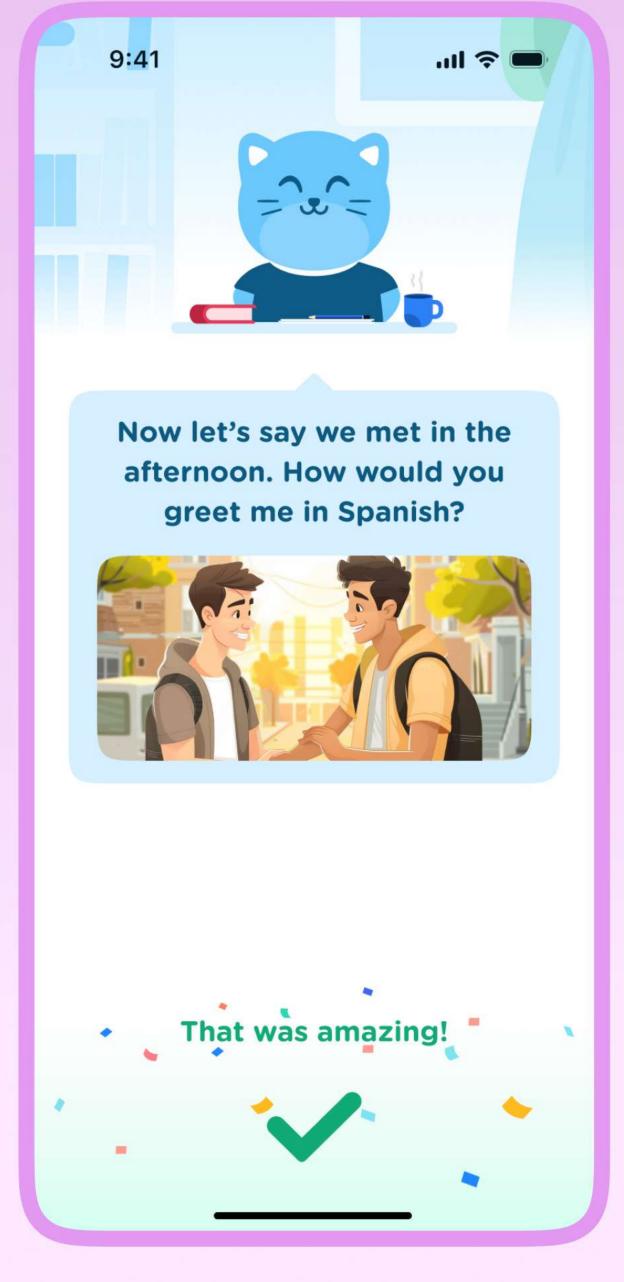




#### Our practice slides are interactive & fun

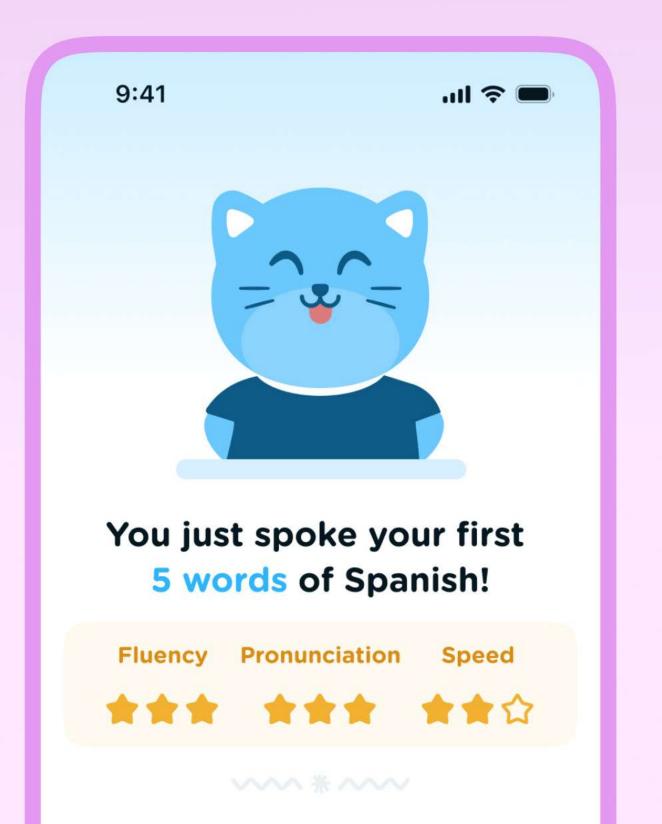
Innovative templates developed in-house





# We even built a mode where you practice speaking the language!

With phoneme-level feedback.













Next

In Hispanic culture, the term gracias holds immense cultural significance as expressing gratitude is highly prioritized, even in daily interactions with strangers.

×



#### **Cultural bite**

In Spain, greeting with dos besos (a kiss on each cheek) is common among friends, family, and even in professional settings. So don't be surprised if you are greeted with two kisses - it's a Spanish custom.

Next





### And now, meet our language mascot Una, designed completely in-house



















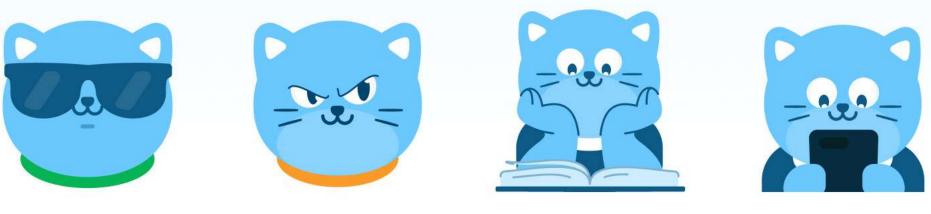
















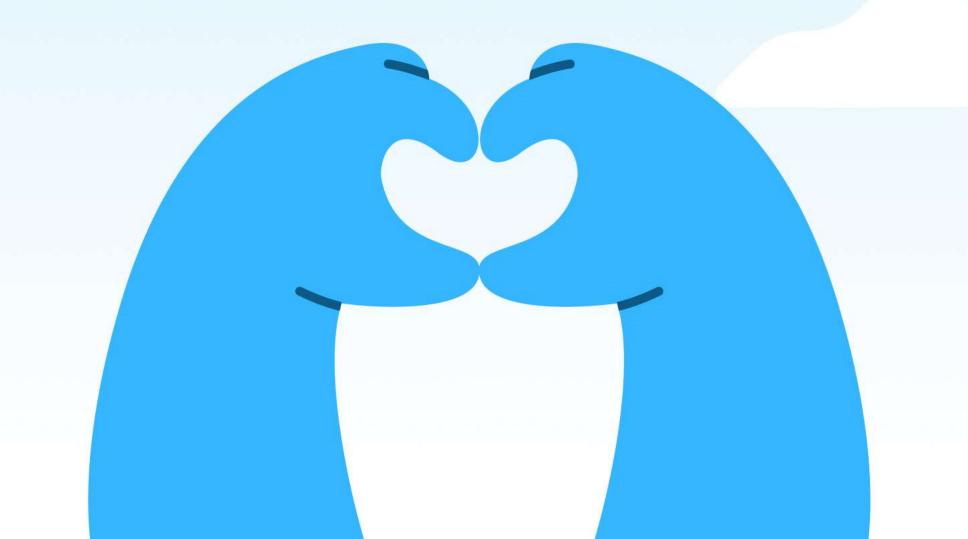
I've had this for 1 month and already like it better than Duolingo (which I've had for years). It's smooth, simple interface, and with no ads.



This isn't like Duolingo where I have to learn everything myself. It's genuinely like a Spanish class. I only had this app for like a day and I already learned a lot of Spanish.



are the lessons way better but there's no ads and it's not constantly trying to charge me.







It's so much less confusing than Duolingo. This explains everything and I just love the little cat, omg!



I had been using Duolingo for over 3 years but I still can't have a conversation. This app teaches you everything that you need to know to learn the language.



I've had Unacademy for 2 days and already like it better than Duolingo. I love how well it explains everything and how short the lessons are.

iOS 4.7

Android

4.6

40% **D7** retention

23% **D30** retention

60+ daily exercises per user

13% users with 14 days+ streak























# Unacademy

# The most feature-rich online learning experience in the world

IN COLLABORATION WITH

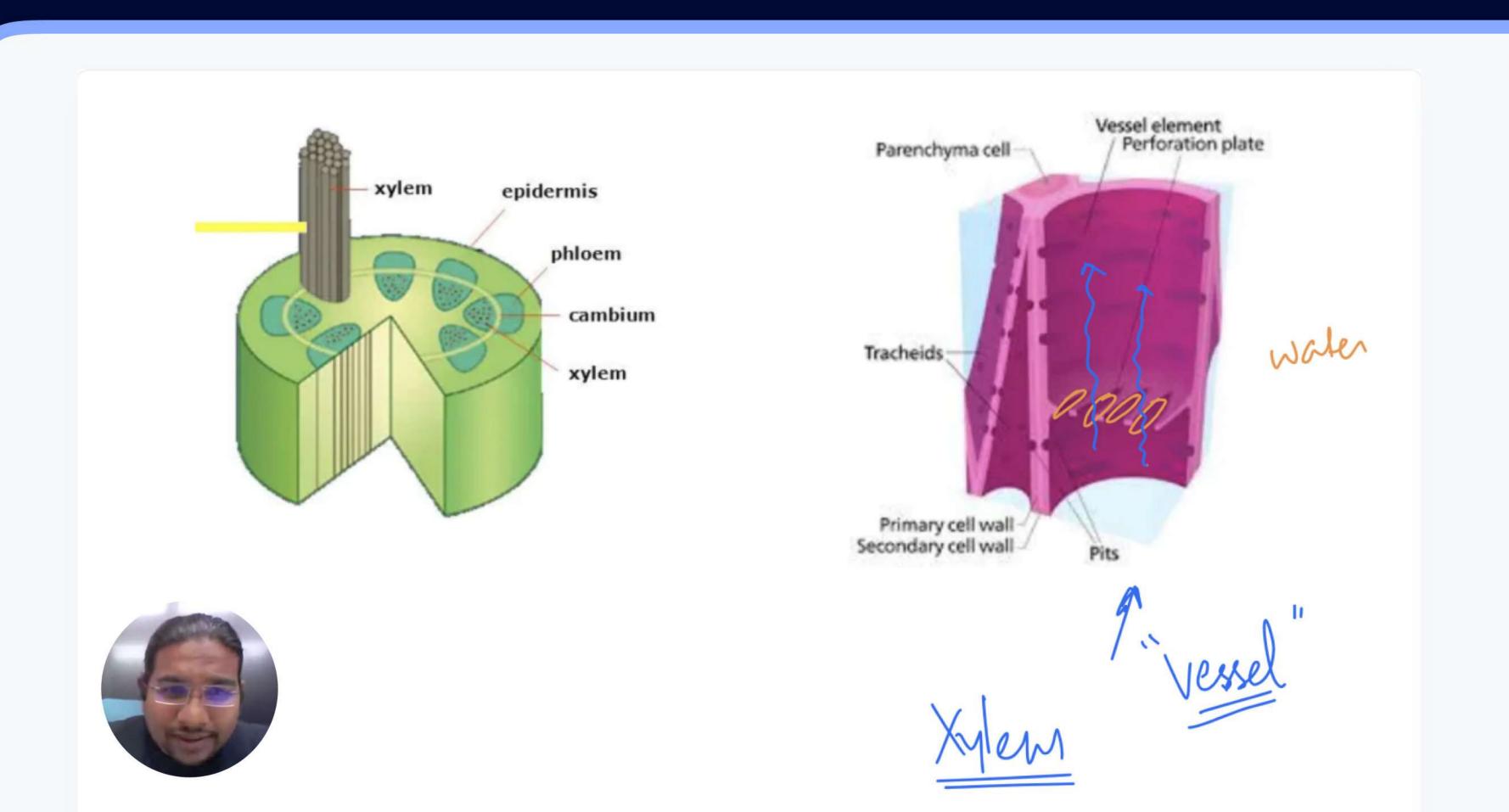
#### THE CORE NARRATIVE

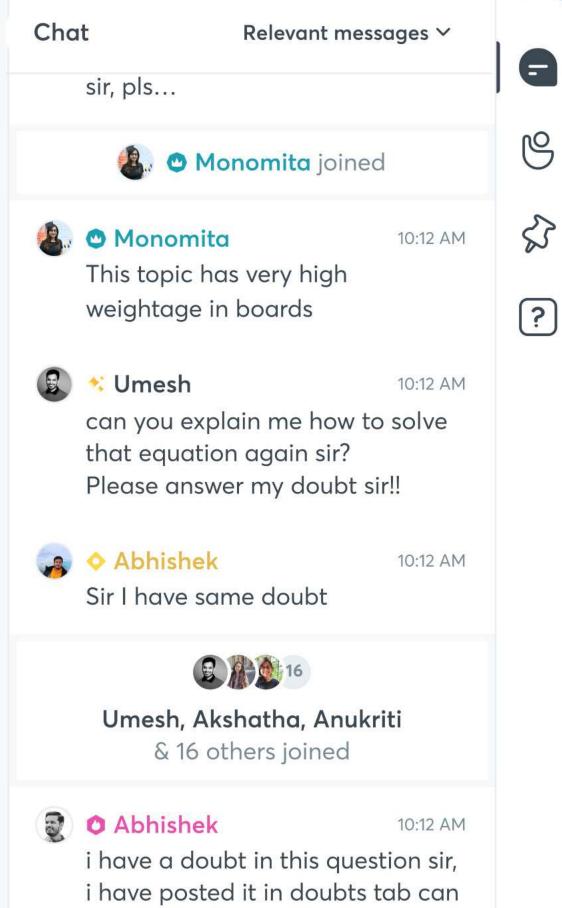


# Build an online learning experience so rich that it can replace learning offline in a classroom.

### Tailored online classroom UX on mobile

Interactive canvas slides with educator video, live chat, note-taking, live doubt solving and much more





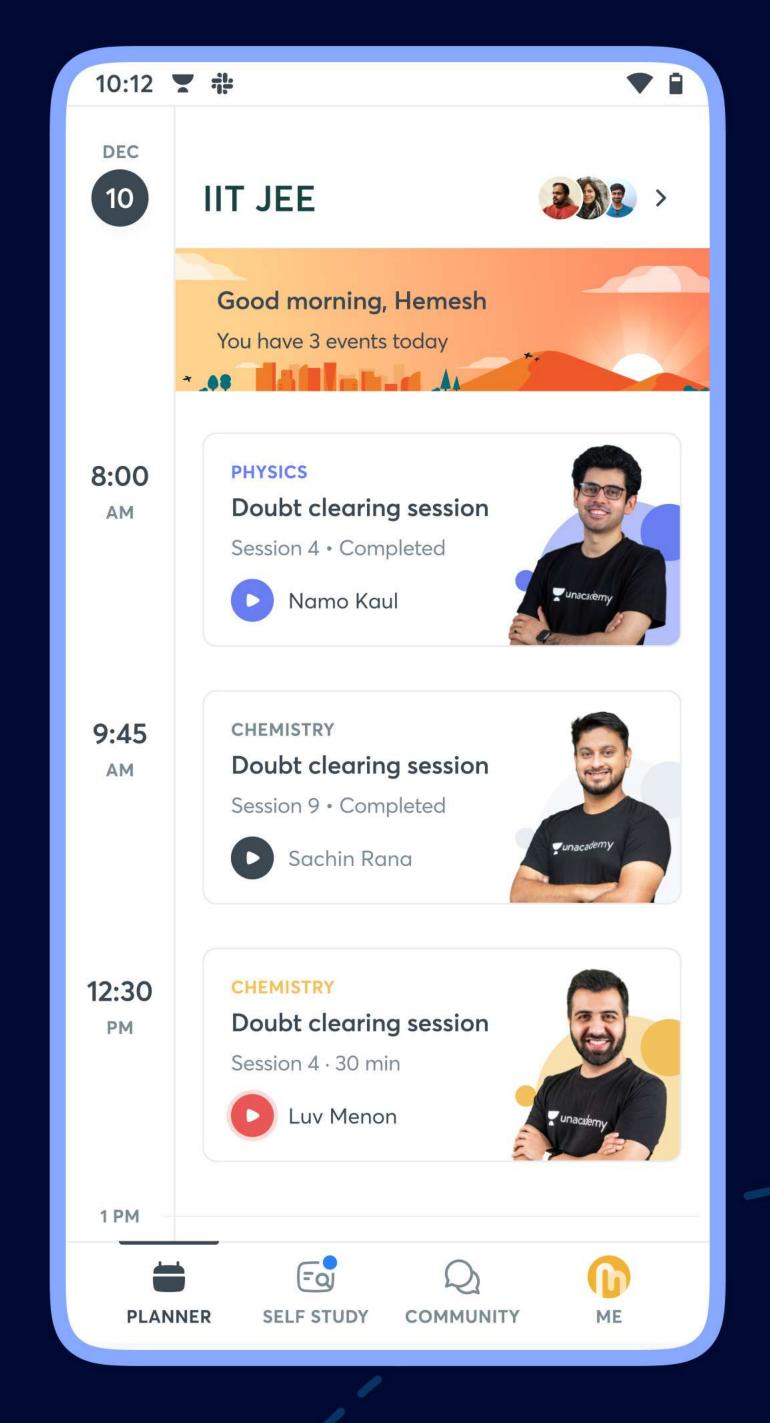
The first-of-its-kind

# Dynamic Planner

Bi-directional scrolling calendar to help learners find & keep track of their classes better.

Completed classes from the past

> Classes in the future

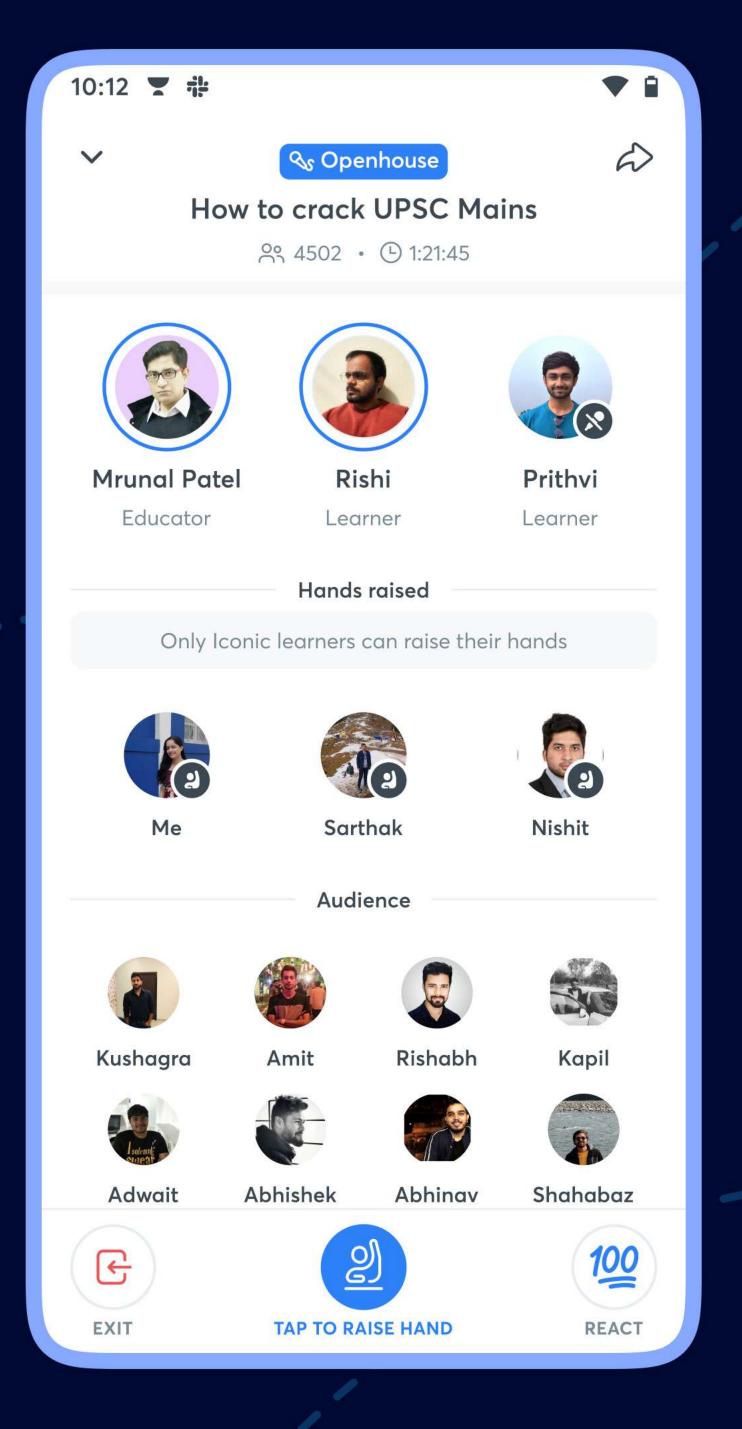


Speakers on the stage

## Openhouse

First online learning product to build Live Audio rooms for educators to run motivational & exam preparation sessions.

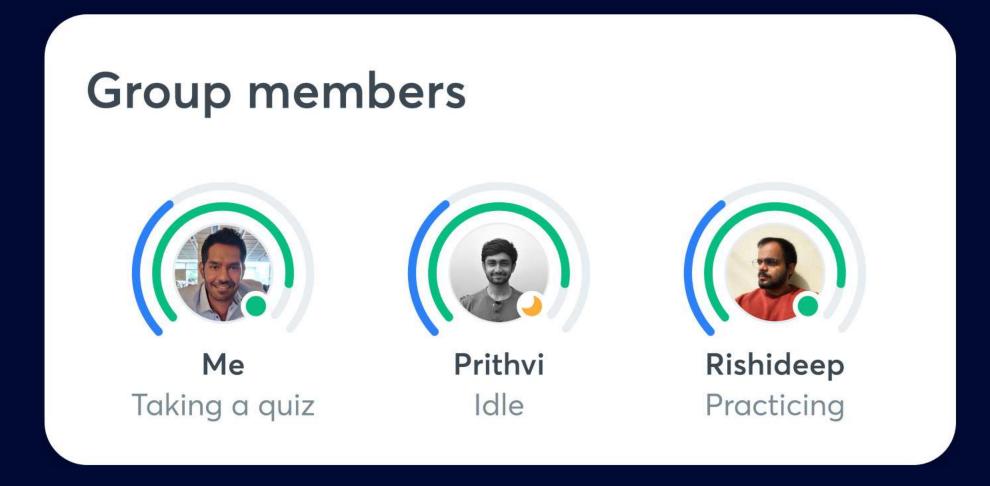
Audience members listening live



## Study groups

First online learning product with student groups that foster a sense of belonging to a tribe while preparing for exams.

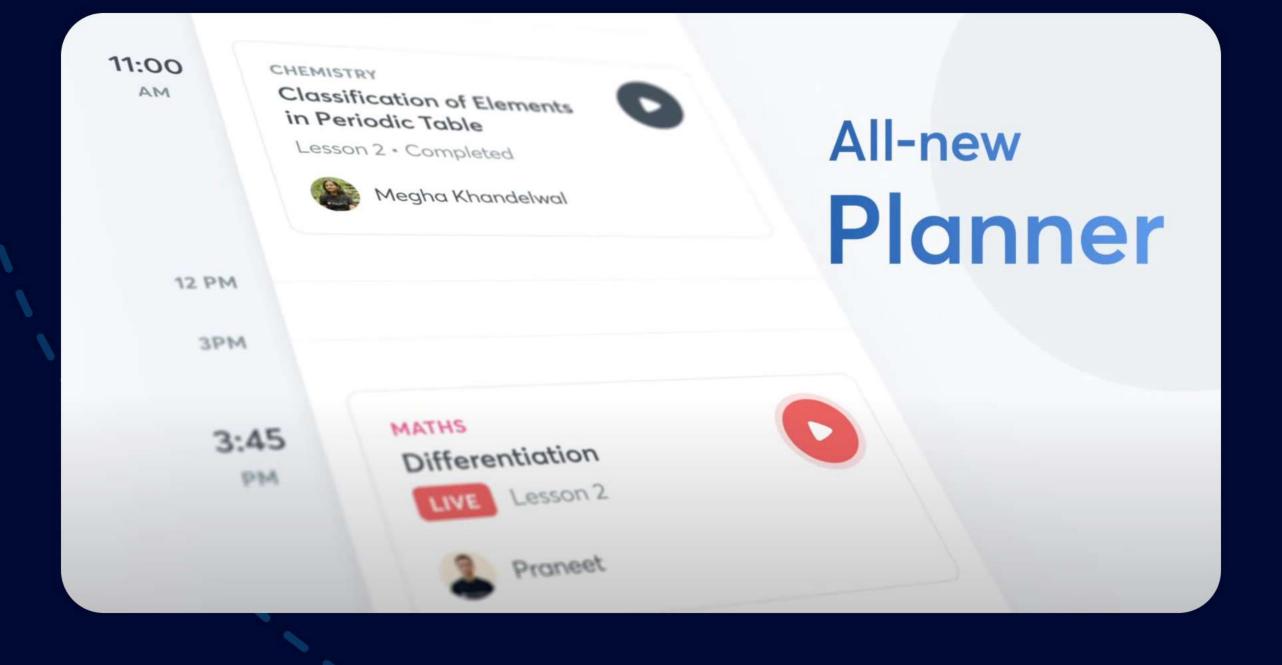
Live status of group buddies



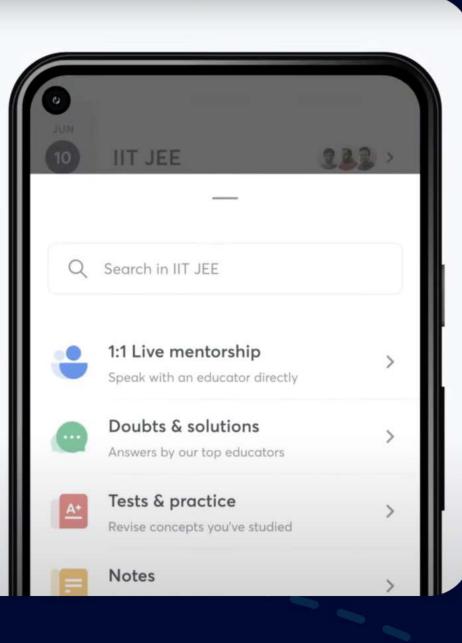


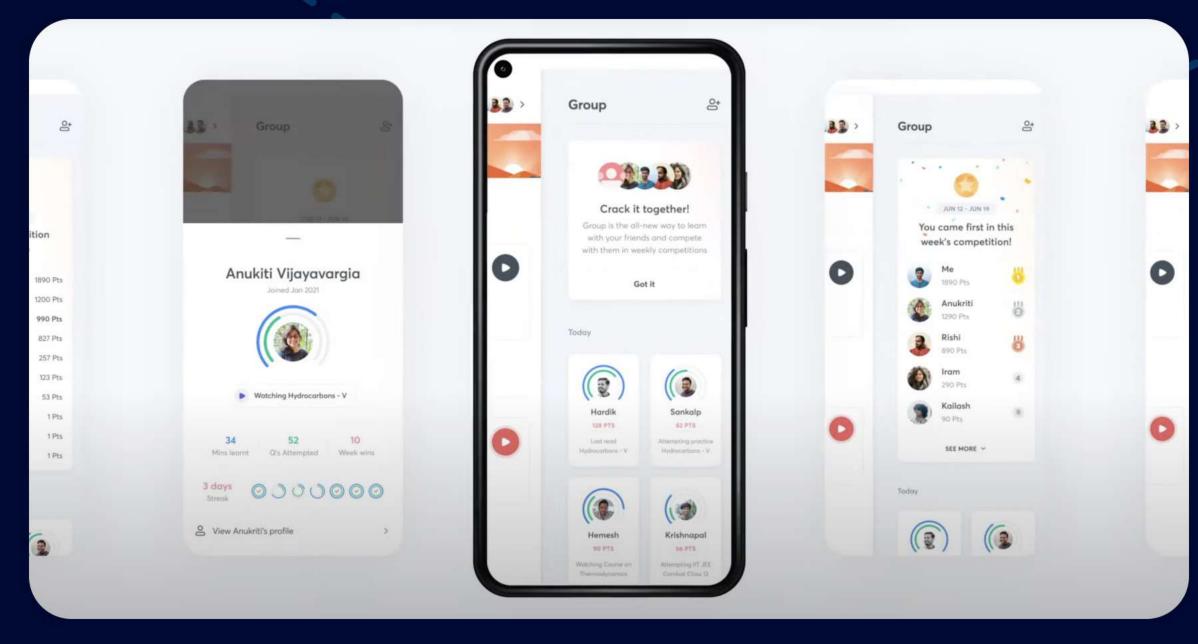






Menu for all your self-study needs







5014

Rating

Downloads

The best learning app – unbeatable, unstoppable!!!

Ujjawal Raj

Stellar and well-crafted work pulled off by Design team.

Junaid Hashmi

Awesome features for PLUS learners.

**Adarsh Kumar** 

Exemplary design. Similar to a modern fitness app!

**Dhruv Patel** 

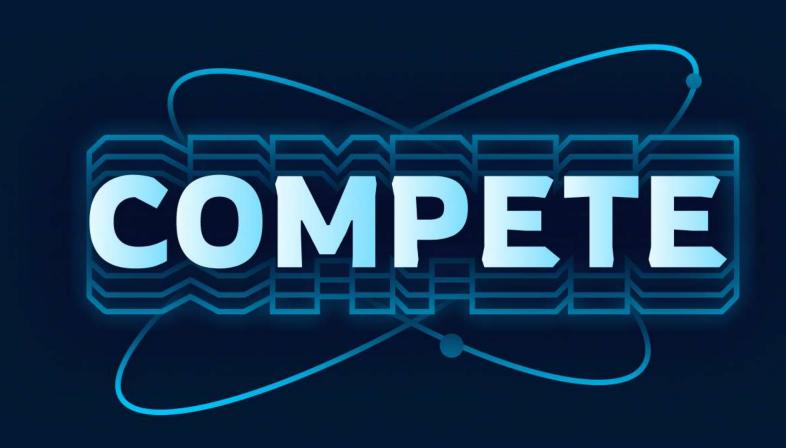
Very clean, pleasant and modern looking app.

Ranjeet Walunj

Amazing cratsmanship we strived for at Udacity!

**Brad Wrage** 





# Relative ELO ratings for students via 1-vs-1 live quiz battles



IN COLLABORATION WITH

Charmie Kapoor · Anvika Maini · Ishan Nahata · Anukriti Vijayavargia

#### THE CORE NARRATIVE

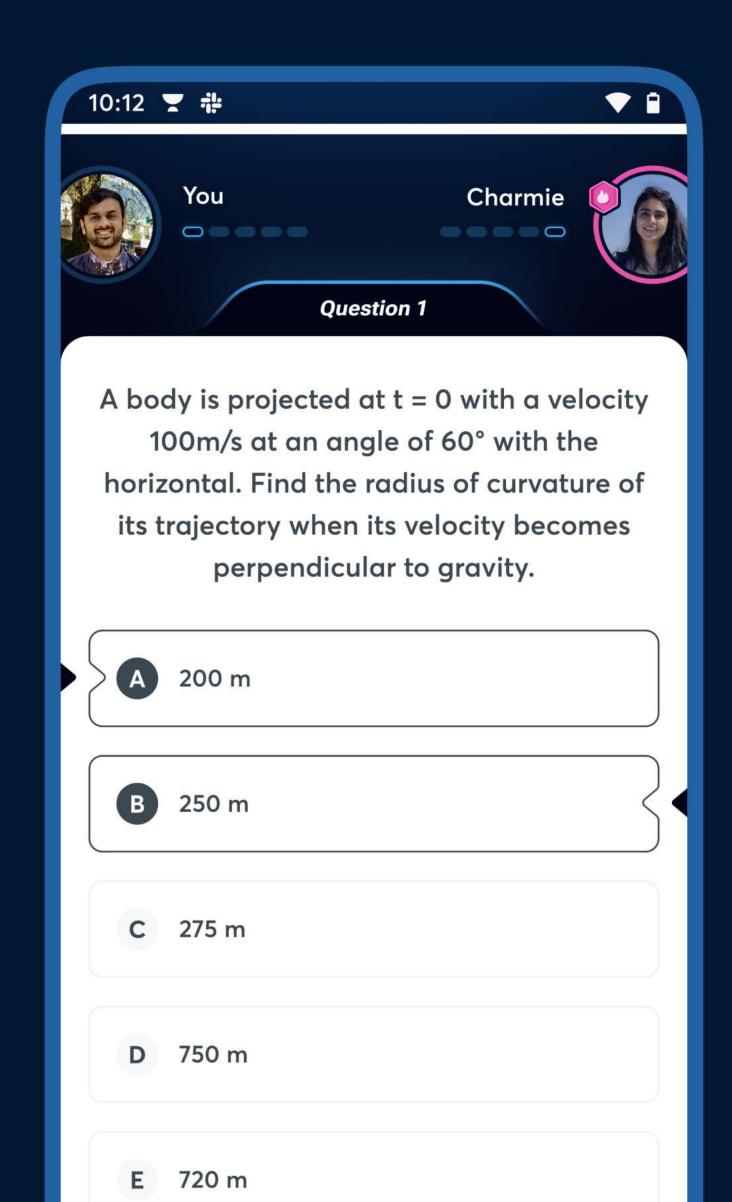
**~~~** \* **~~~** 

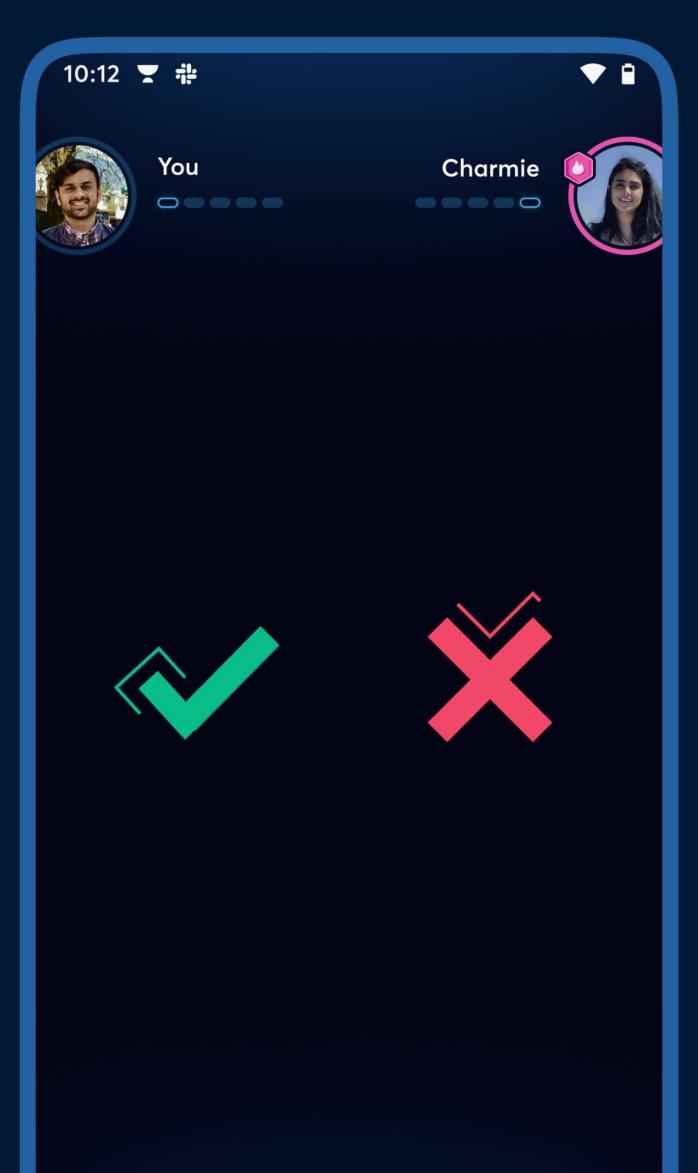
Students learning online find it hard to measure their level of comparative preparation against other students. There's room for a product that solves this.

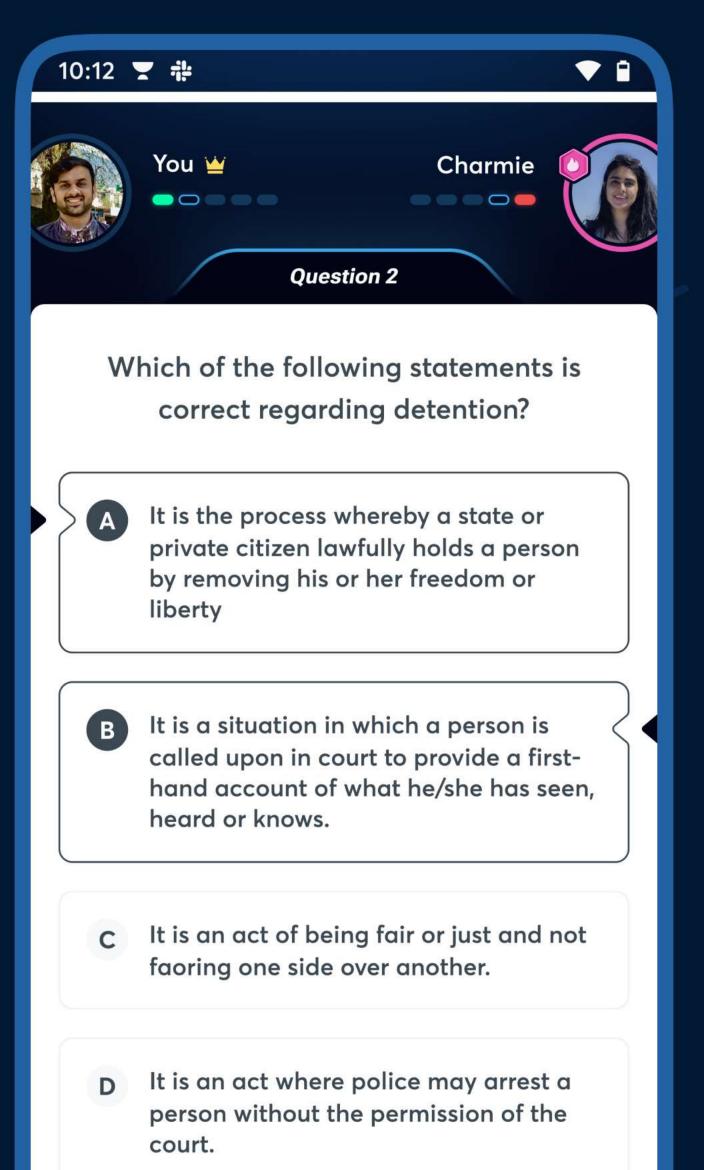
- Game-like battle interface
   with 1-vs-1 players competing
- Fully synchronous quiz for an intense real-time battle experience
- Sound and visual effects for intensity & tempo



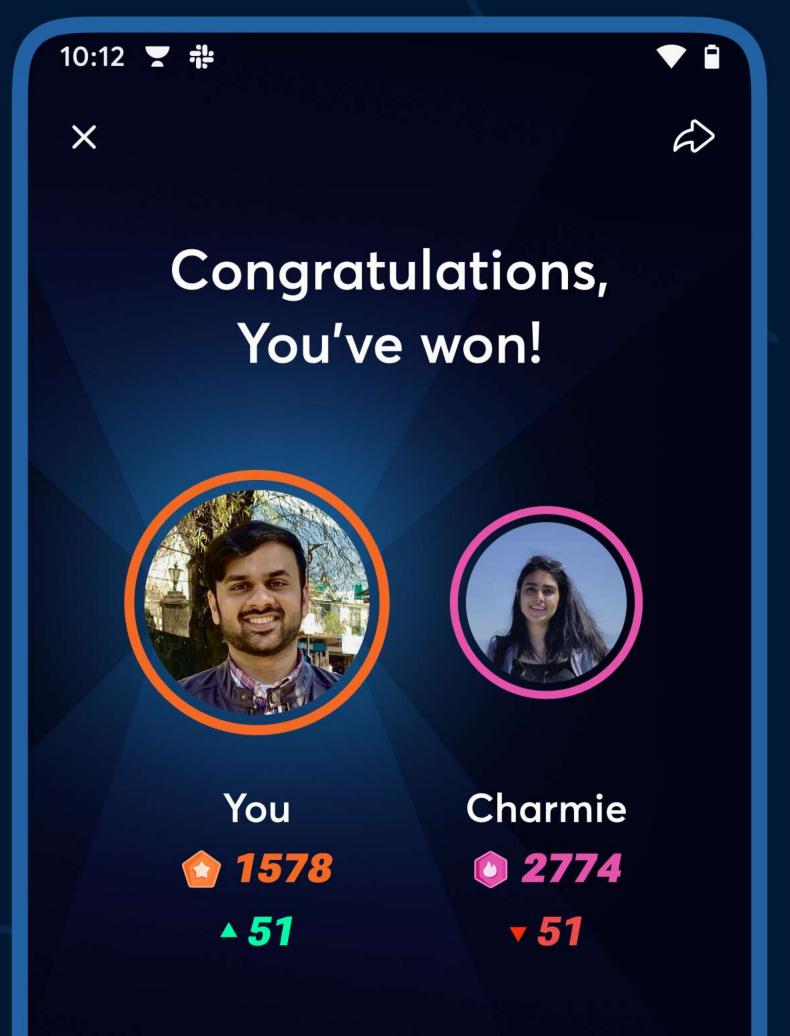
### The 1-vs-1 quiz experience







Winner gets their new ELO rating and a new rank





### **Watch Product trailer**









## 400K+

# 2014

### Users who competed

### Games played

Reminds me of Chess.com. Super fun & competitive!

**Ayush Jaiswal** 

So much looking forward to prepping with this!

Shebin Joseph

Wish it was around when I was preparing for JEE.

Aditya Gudia

Absolutely love Compete, thank you for building!

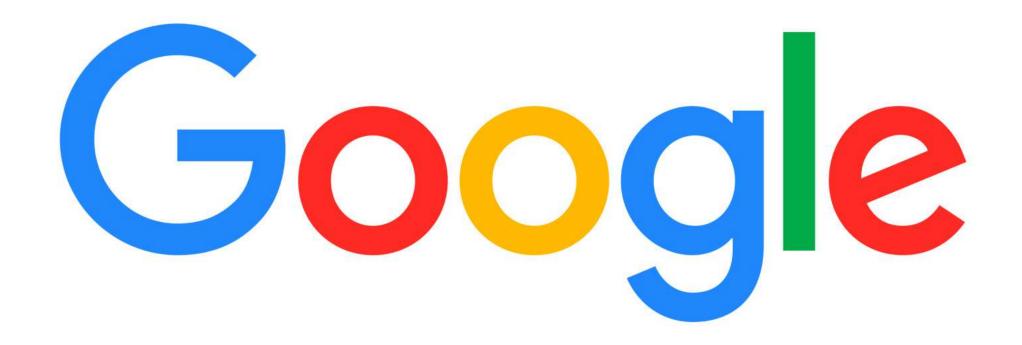
Shiba Manna

The UI interaction in Compete is top notch!

Akash Bhadange

Tells me exactly where I stand against competition!!

Nikhil Pal

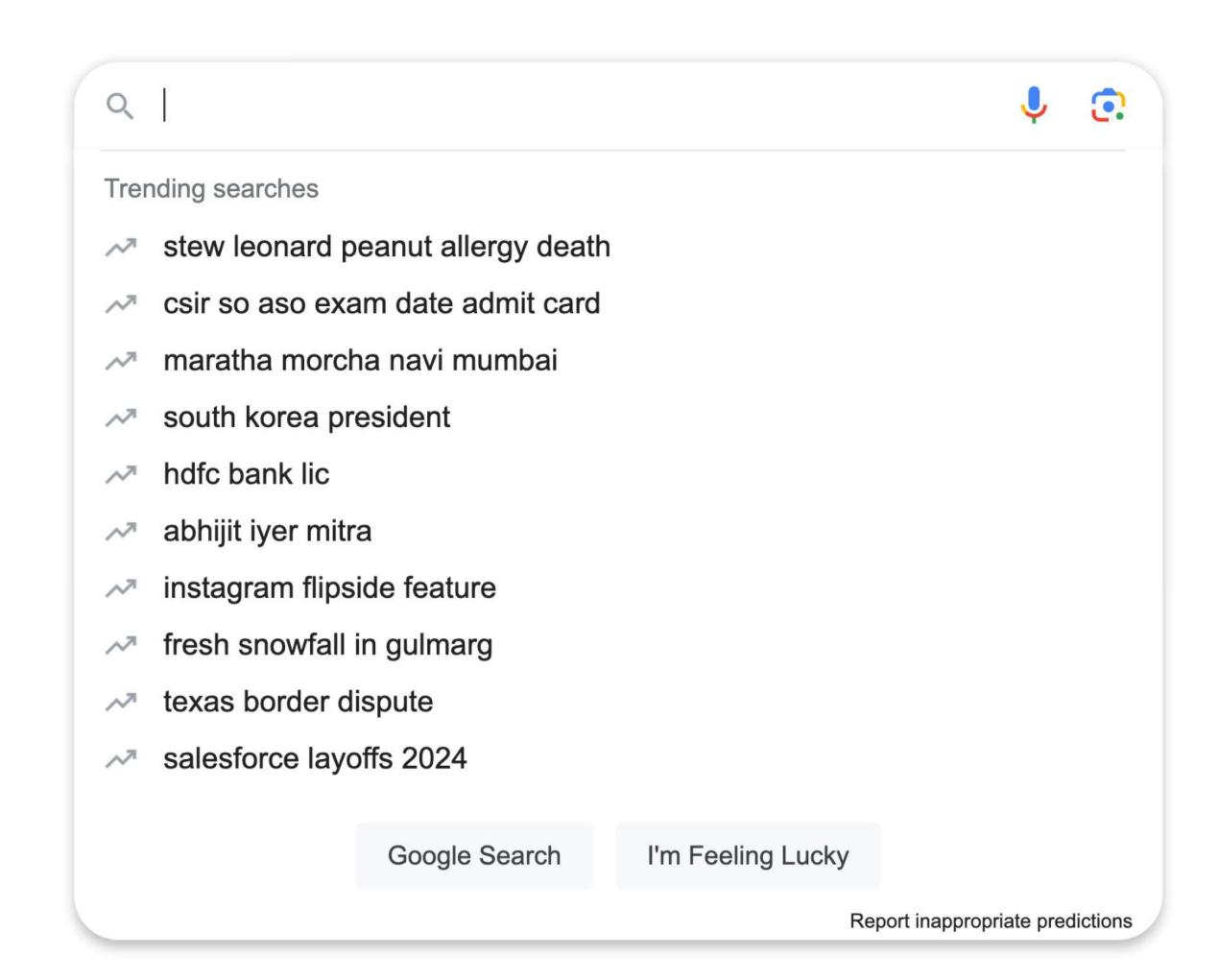


# Enhancing the Search & Autocomplete experience for query growth across all Search surfaces

IN COLLABORATION WITH

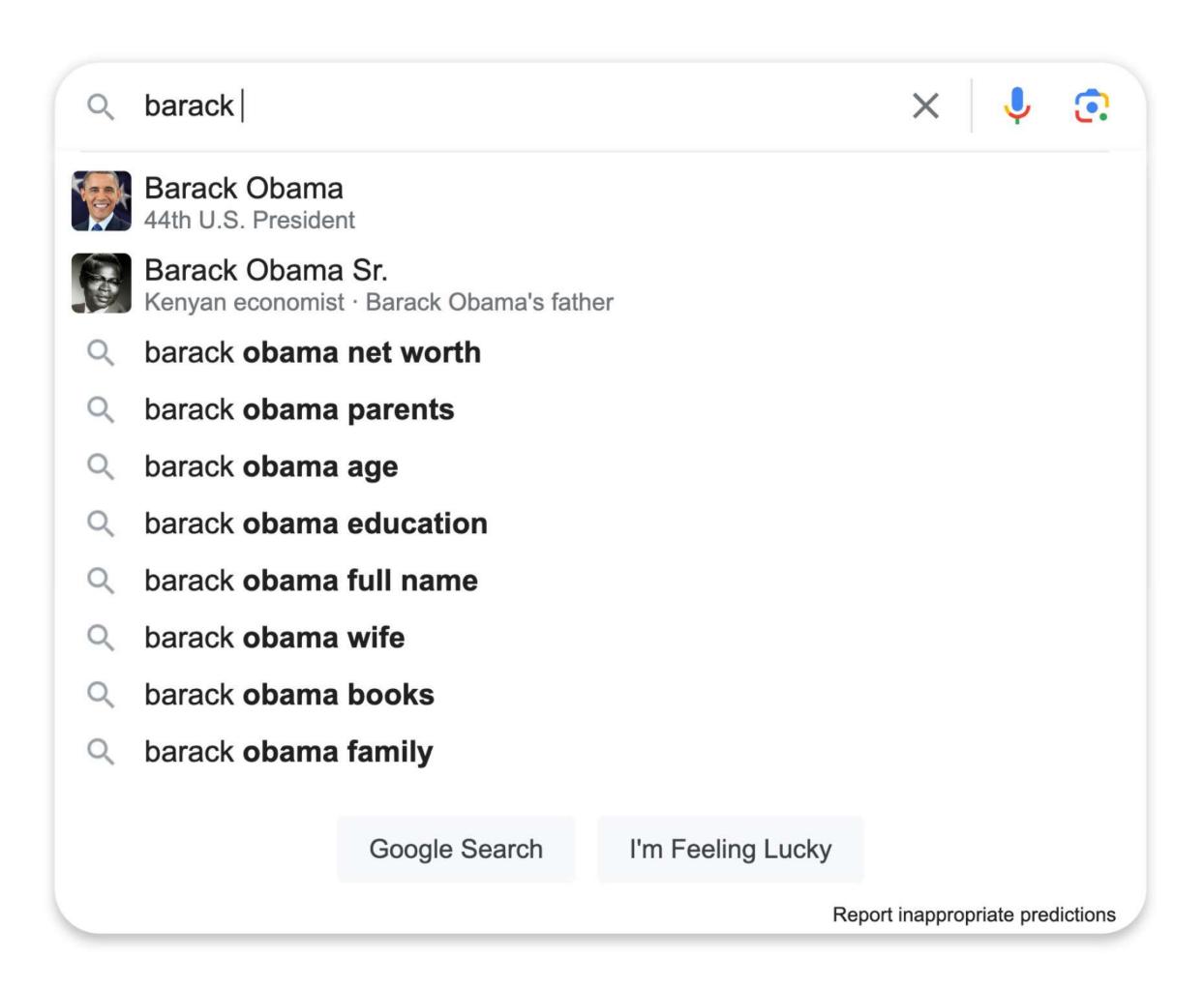
# Trending searches

Spark interesting new intent in the user by showing them popular queries from other users from similar demographic and region



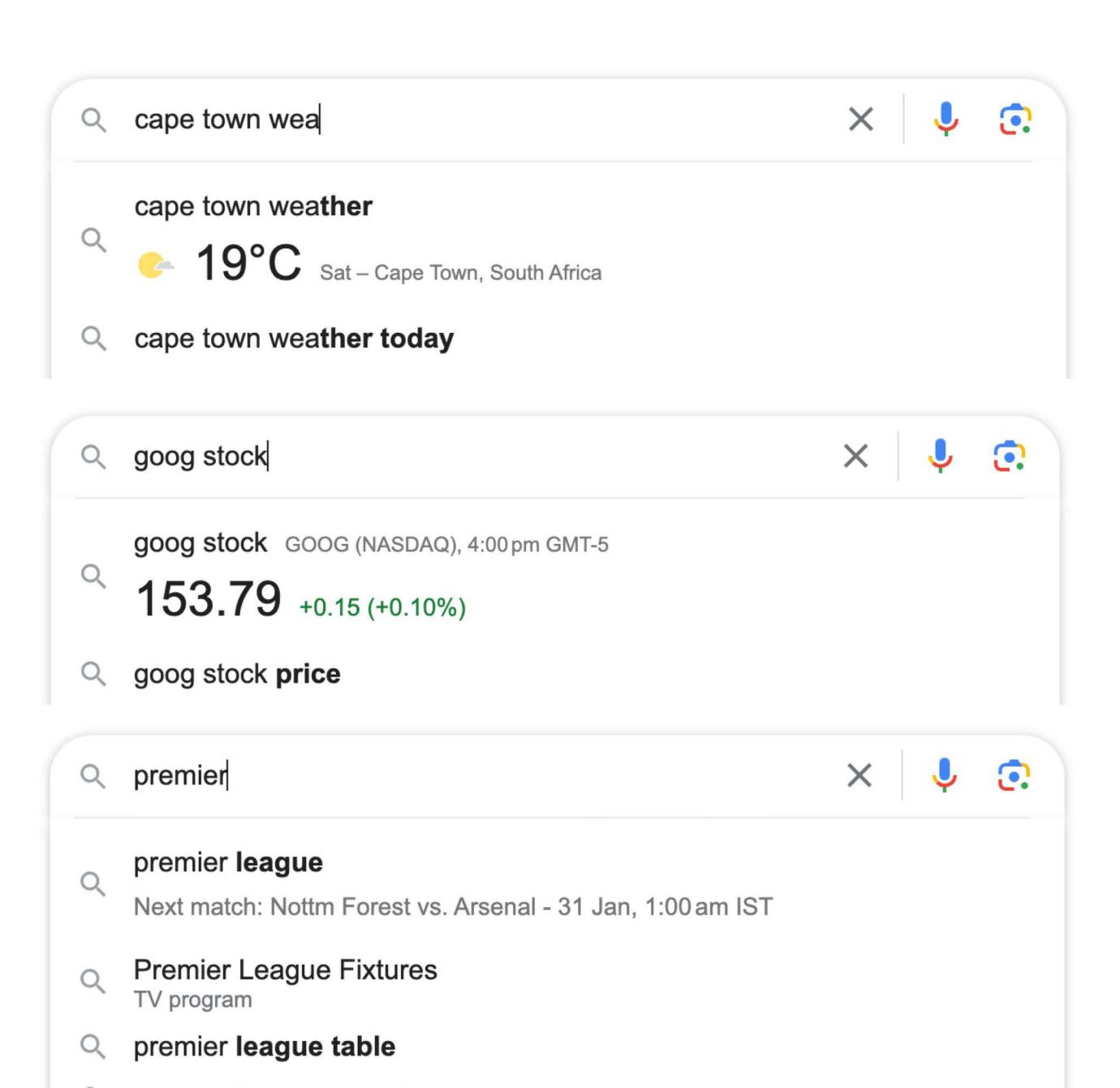
### Entities

Help disambiguate similar suggestions by annotating them with a thumbnail, and a helpful subtitle that gives the user more information about the suggestion



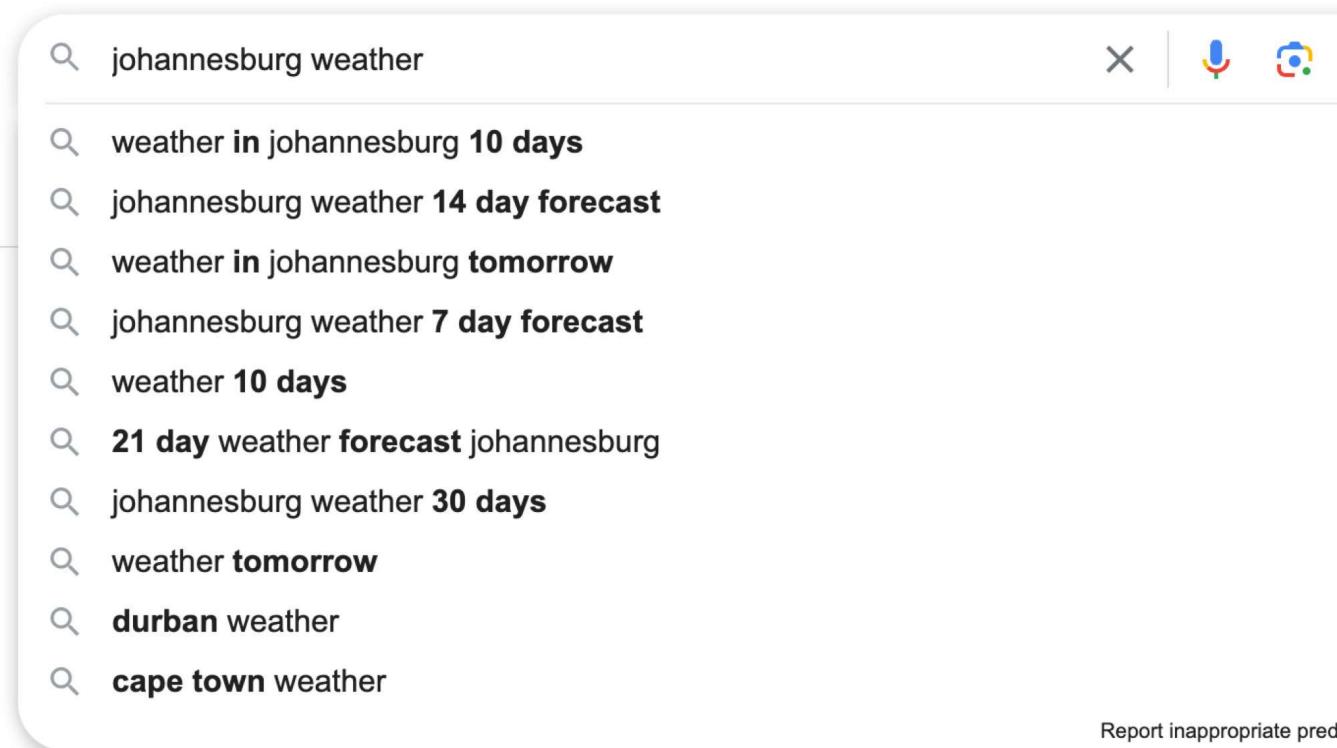
### Answers

Show useful leading information to increase user's confidence in firing the right query, leading them to the required information faster



# Follow-up queries

Suggest the next queries in user's quest for knowledge so that they can continue on their journey of seeking information, more efficiently and effectively





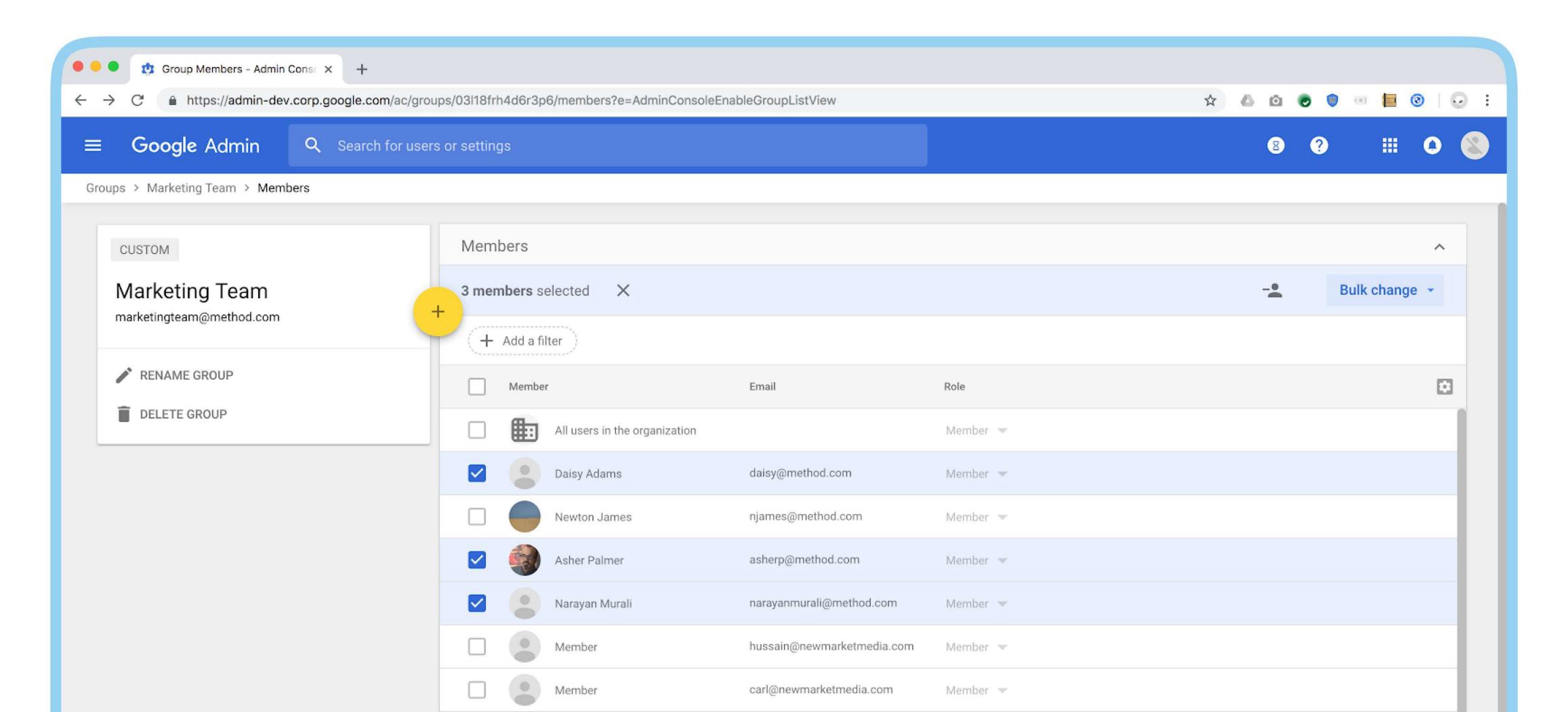


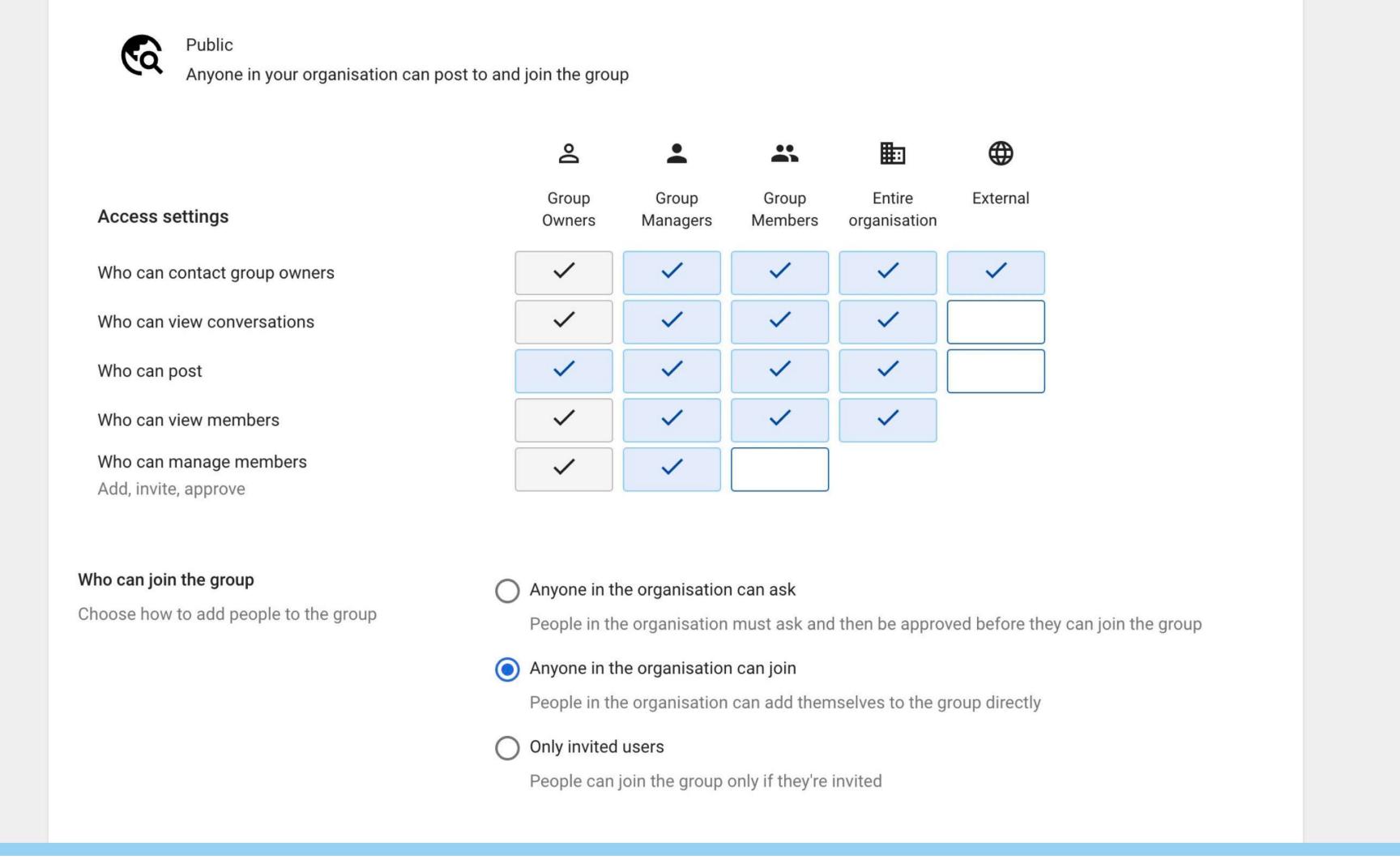
# Improved experience of managing Users, Groups & Roles for Enterprise Admins in Admin Console

IN COLLABORATION WITH

### Groups Management

Better list view, single & bulk actions, search & filter and detail view side panels





### **New Group Settings**

Complete rethinking of access control in groups for Enterprise Admins

# Groups revamp unlocked new CRUD capabilities for Enterprise Admins

- Revamped Group list view
- New Group creation flow
- Reimagined Group Settings management

### Google Workspace Updates

This official feed from the Google Workspace team provides essential information about new features and improvements for Google Workspace

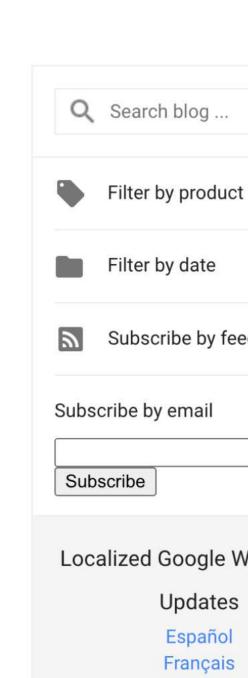
### Better group management in the G Suite Admin console Monday, December 10, 2018

We're making it easier for G Suite admins to manage groups in their organization. When you open a group in the Admin console, you'll see helpful cards that show snapshots of key information. When you click into any of the cards, you'll see more details and have new options to manage the group. The cards and options include:

#### New settings card makes important group settings more accessible

Previously, group settings had to be managed through a separate workflow at groups.google.com. We've brought the 10 most used settings directly into the Admin console, so you can make key changes without disrupting your workflow. This allows you to quickly control:

- Access settings, including who can view members, publish posts, contact group owners, and more.
- Membership settings, including who can add, invite, and approve group members.
- Who can join a group, including if users outside your organization can join.



Useful Link

日本語

Português

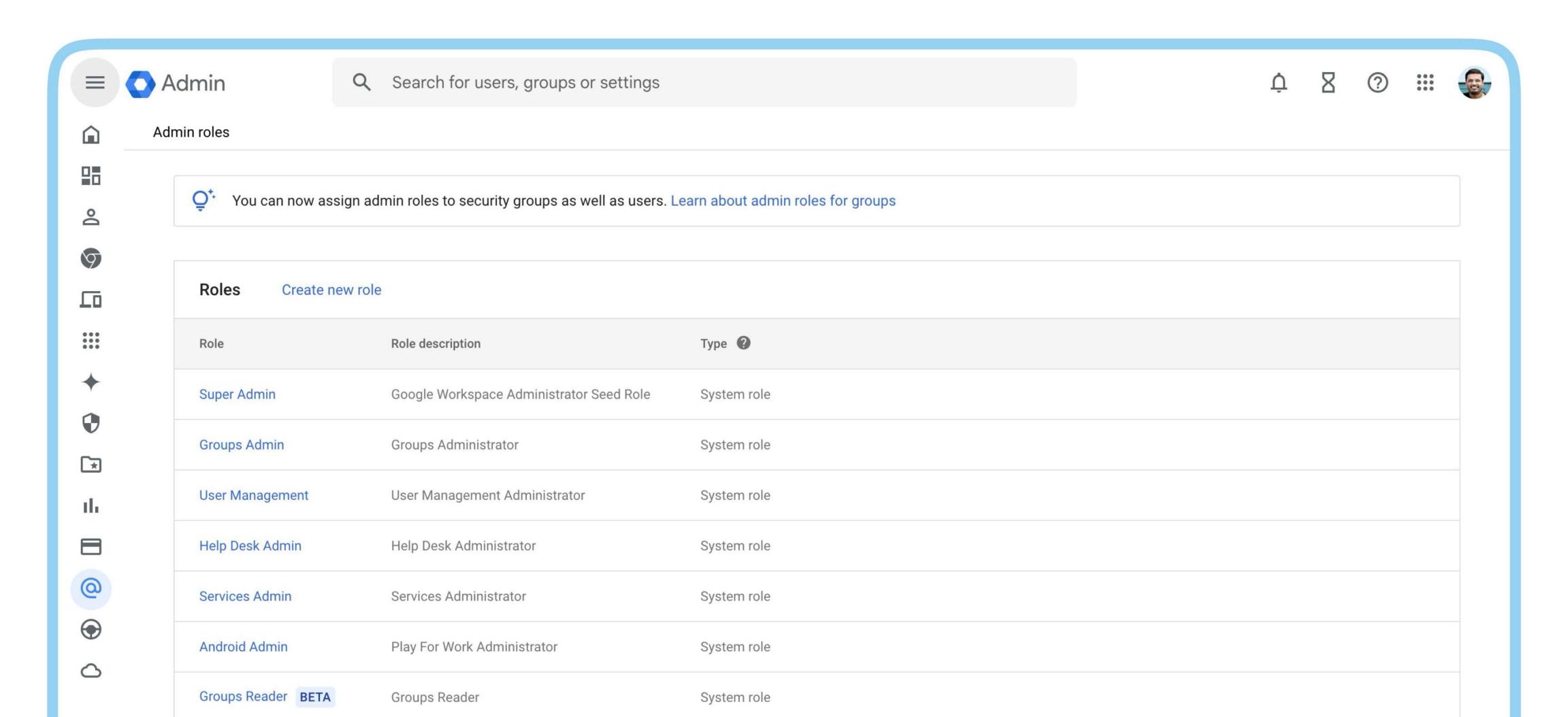
Join the official comm

Google Workspace adn

In the Google Cloud Connect with Googlers
Google Workspace as

# Role Management

Revised entity list view, single & bulk actions, and CRUD operations

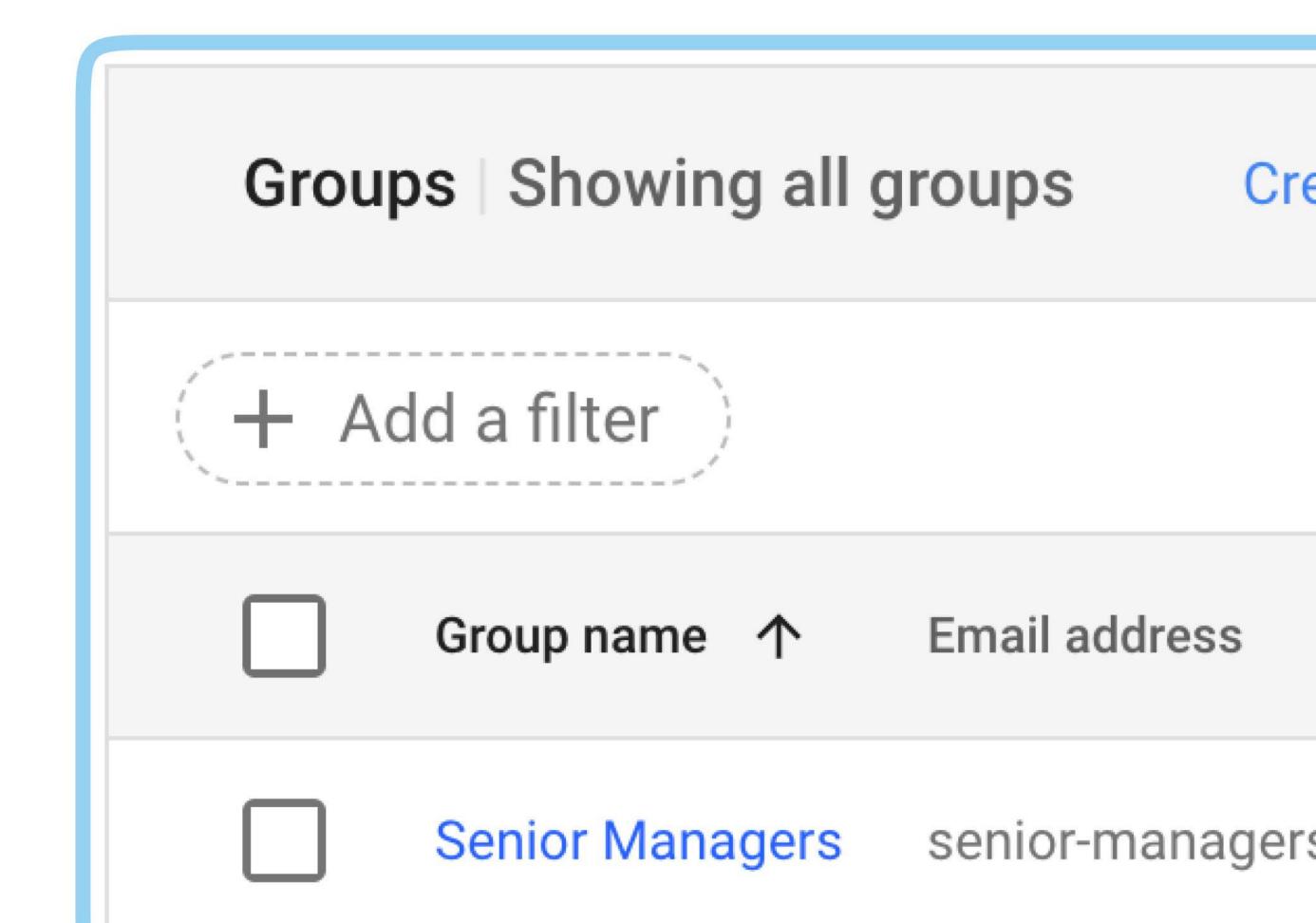


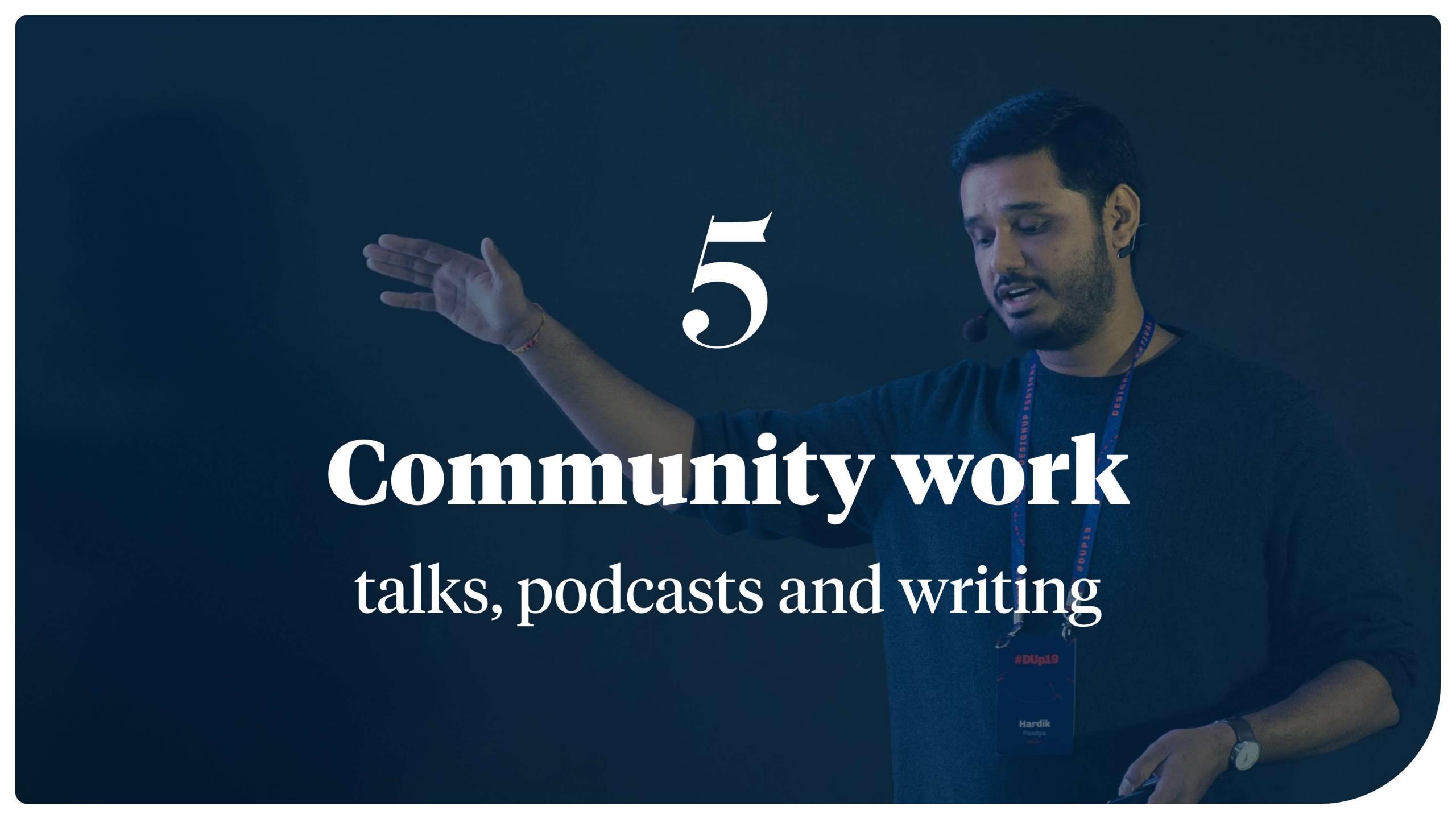
## Org-wide Entity List Spec

Entity List spec helped standardize the widely used component across the org

#### go/entity-list-spec

- Extensive list of functionalities addressed
- Needs of cross-functional teams procured & addressed
- Multiple workshops done to evangelize its usage and adherence across teams







# Fireside chat with Harish (CRED)

Inc42 Makers Summit, 2022







#### **FIRESIDE**

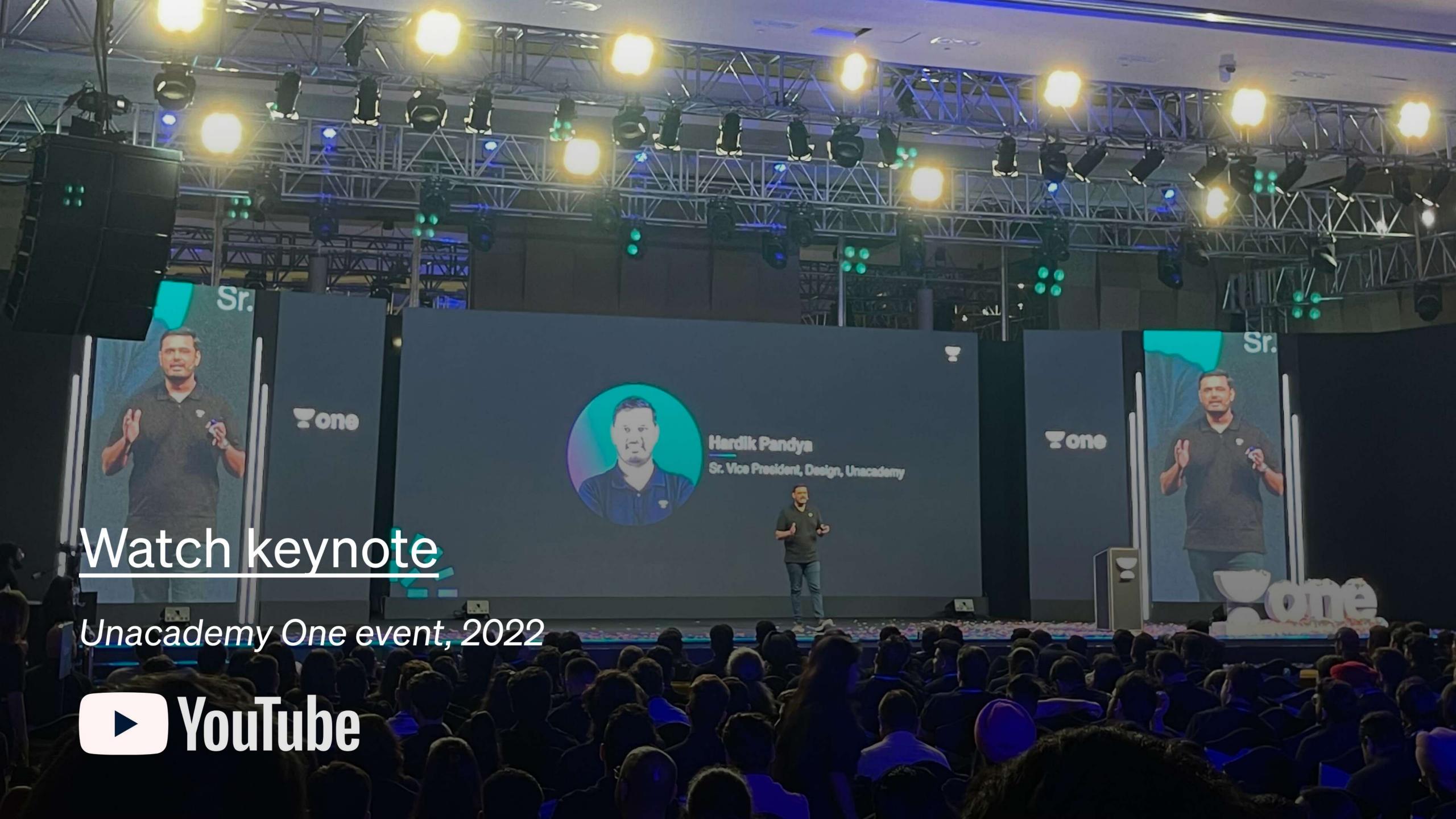
# Navigating Design Leadership In High-Growth Startups



HARDIK PANDYA
VP, Design | Unacademy



HARISH SIVARAMAKRISHNAN
Chief Design Officer | CRED





## Thank you for reading.

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