

Devika Apte

SENIOR PRODUCT DESIGNER | ENTERPRISE PLATFORMS & AI

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SUMMARY

Senior Product Designer with 6+ years designing complex enterprise platforms, AI-powered workflows, and scaled digital experiences. Experienced translating fragmented systems, dense information, and multi-step workflows into intuitive interaction models through field research, systems thinking, high-fidelity prototyping, and close partnership with Product and Engineering.

EXPERIENCE

Sam's Club - Walmart

Sr. Product Designer

Nov 2021 - Present

- Led UX strategy for a fragmented ecosystem of 18 tools serving 5,000+ users, defining information architecture, interaction patterns, prototypes, and scalable workflows through iterative testing; reduced handling time by 20%.
- Led 0-to-1 interaction design for a GenAI experience that transformed complex conversation data into actionable summaries, defining human-in-the-loop patterns for review, editing, trust, and user control; generated 8,100+ summaries and \$460K in annualized savings.
- Conducted field research and iterative testing with frontline users to understand complex workflows, cognitive load, decision-making, and failure points; translated behavioral insights into clear, scalable interaction patterns.
- Led end-to-end design for multi-step member experiences across digital and in-club touchpoints, from discovery and journey mapping through prototyping, pilot, and launch; drove 10% adoption in 5 weeks and a 25% satisfaction lift.
- Shaped product vision and reusable interaction patterns across Sam's Club and Walmart platforms, aligning design systems and conversational/account experiences to simplify information and accelerate member sign-up by 5%.

BrightEdge

Product Designer

Dec 2020 - Nov 2021

- Redesigned two complex enterprise CRM products end-to-end, creating user flows, annotated wireframes, and a component library that improved interface clarity and contributed to a 20% NPS increase.
- Built a scalable cross-platform design system in Figma, defining reusable component patterns, motion principles, and documentation for enterprise customers including Macy's and Walmart.
- Partnered closely with engineers on interaction models and Core Web Vitals, translating UX specifications into implementation improvements that raised search visibility 10% for Macy's and Walmart.

Zumper

Visual Designer

Sep 2020 - Dec 2020

- Designed visual assets and cross-channel acquisition experiences across web, email, and print, contributing to a 15% lift in click-through rates and a 2% increase in engagement.

EDUCATION

MS, Project Management

University of the Cumberland | 2023 - 2024

MA, UX Design

Academy of Art University | 2018 - 2020 |
President's Honor List

BFA, UI/UX Design

Pune University, BVP College of Fine Arts |
2014 - 2018

ENTERPRISE EXPERIENCE

Complex Platforms · AI-Assisted Workflows ·
Operational Workflows · CRM ·
Cross-Platform Ecosystems · Reusable
Interaction Patterns

SKILLS

Product & Interaction

Enterprise Product Design, Complex
Workflows, Interaction Design, Information
Architecture, Systems Thinking, Visual Design,
Accessibility

AI & Prototyping

AI-Powered Experiences, Human-in-the-Loop
Workflows, High-Fidelity Prototyping, 0-to-1
Product Exploration, Conversational
Experiences

Research & Strategy

Field Research, Research Synthesis, Journey
Mapping, Usability Testing, Workshop
Facilitation, Experience Strategy,
Analytics-Informed Design

Systems & Collaboration

Design Systems, Reusable Patterns,
Cross-Functional Alignment, Engineering
Collaboration, Agile / Iterative Development

Tools

Figma, After Effects, Illustrator, HTML/CSS/JS,
Claude, v0, ChatGPT, Copilot

RECOGNITION

Making The Difference Award

Walmart | July 2022 & Nov 2025

Infosys Foundation & INFANT India Award

Indian classical dance for social cause | Jan
2018