GANESH G. GOVALKAR

Product Design Leader · IBM-Certified Prompt Engineer · AI-Driven UX

Thane, Mumbai, India · govalkar.ganesh@gmail.com · +91 98208 45561
ganeshgovalkar.com · linkedin.com/in/ganeshgovalkar · behance.net/ganeshgovalkar

SUMMARY

Helping teams reduce complexity through Product Strategy, Enterprise UX, Design Systems, and Human × AI Design. Product Design Leader with 19 years spanning graphic design origins, digital product design across fintech, healthcare, enterprise SaaS and consumer media, and senior leadership in Human × AI. IBM-certified Prompt Engineer using prompt engineering and AI-assisted workflows for ideation, UX evaluation, rapid prototyping and product development.

Brands: Axis Bank, ICICI Bank, Mercedes-Benz, TVS, McDonald's, Aviva, L&T, Moneycontrol, CNBC-TV18, IBM, Cisco

EXPERIENCE

Lead Product Designer · Robosoft Technologies, Mumbai — 06/2020 – Present

- Lead UI/UX strategy for multiple client products across BFSI, fintech and OTT.
- Lead and mentor a team of UI/UX designers; set usability and accessibility standards across deliverables.
- Built and governed a design system adopted across product squads, reducing rework.
- Run user research and rapid prototyping loops with product and engineering, reducing design iterations.
- Introduced AI-assisted, prompt-driven design workflows that shortened concept rounds.

Head of Design · Meru Cabs, Mumbai — 06/2018 – 05/2020

- Led design for rider, driver and operations experiences, aligned with business goals and delivered with consistent quality.
- Established a design system to enforce consistency across products.
- Prioritised user-centred design, collaborating closely with stakeholders.

Creative Group Head · Publicis Groupe, Mumbai — 04/2015 – 05/2018

- Led a creative team for leading brands, setting and communicating the creative vision.

Sr. Art Director · Network18 Media & Investments, Mumbai — 05/2011 – 04/2015

- Managed design projects; mobile and iPad work won Exchange4media Gold & Silver and a Mobby award (2012).

Art Director · CNBC-TV18, Mumbai — 06/2009 – 05/2011

- Supervised design projects, mentored the creative team and gave creative direction while keeping brand consistency.

SELECTED WORK

Clarity: AI Decision Intelligence Platform · AI-augmented product — ganeshgovalkar.com/work/clarity
Helps people navigate high-stakes decisions with confidence through structured thinking, explainable AI and transparent decision support.

MicroDrama · Mobile OTT concept — ganeshgovalkar.com/work/microdrama
Reimagines entertainment for an attention-constrained generation through short-form storytelling.

AI projects: UX Guardian (AI-assisted UX red-team concept) · ClimateLens AI / PlanetWatch AI (climate intelligence)

CORE EXPERTISE & SKILLS

Core: Product Design Leadership, UX Strategy, Prompt Engineering, AI-Driven Product Innovation, UX Auditing, Design Systems, Interaction Design, Rapid Prototyping, Human-AI Interaction

Focus: AI Decision Intelligence Platforms · Enterprise Workflow & Service Operations · Consumer Media & Behavior Design · Design Systems at Scale

Tools: Figma, Sketch, Adobe XD, Axure, UXPin, Lottie

Domains: BFSI / fintech, healthcare, enterprise SaaS, mobility, OTT, media

Languages: English, Hindi, Marathi

EDUCATION & CERTIFICATIONS

HCI, IIT Bombay | **CUA**, HFI | **Google UX Design Certificate**, Coursera

IBM-certified Prompt Engineer, IBM | **Interaction Design: Interface**, LinkedIn Learning

AWARDS

Employee of the Month, Robosoft (2026) · Our Values Photography Contest Winner, Robosoft (2026) · Most Valuable Player, Robosoft (2024) · Team Spirit Champion, Meru Cabs (2020) · Motivator of the Month, Publicis Groupe (2016) · Exchange4media Digital Media Awards, Gold & Silver (2012) · Mobby Award, Best iPad App (2012)