

Adarsh Raj Shah

Senior Product Designer · AI & Mobile UX

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Product designer with **7+ years** shaping AI-first mobile experiences at Microsoft, serving **hundreds of millions** of users across the Microsoft 365 Copilot mobile app. I take ambiguous, large-scale problems from strategy to ship, grounding decisions in research and telemetry, and building reusable interaction systems that measurably improve engagement, activation, and retention.

EXPERIENCE

Senior Product Designer, Microsoft

Hyderabad, India · June 2019 — Present

Microsoft 365 Copilot mobile app: AI-native interfaces for iOS & Android. End-to-end ownership across strategy, research, interaction, motion and ship.

Dynamic Action Button (DAB) in File Previewers

Designed a persistent, context-aware Copilot entry point inside Word, Excel, PowerPoint & PDF previewers — the most-visited surface in Microsoft 365 mobile. Scaled **one interaction pattern across every previewer**, setting the standard for how Copilot surfaces in document-centric experiences.

Impact: ~2% → ~15% Copilot engagement

New User Onboarding, Microsoft 365 Copilot mobile app

Rebuilt the first-run experience around a single "first prompt succeeds" moment, lifting consumer Week-1 activation **1.6–1.8x** with **zero retention regressions** across iOS & Android. Owned strategy, prompt design and end-to-end flows, reversing a declining first-time-prompting trend.

Impact: ~40K net-new weekly users, no acquisition spend

Proactive Assistance & Daily Brief

Created a scalable UX framework for proactive AI nudges inside the Microsoft 365 Copilot app — shifting the experience from reactive to ambient intelligence. One entry point surfaces the daily brief, meeting prep and catch-ups before users think to ask, with **~2:1 positive feedback** in early rollout.

Impact: one framework powering 3+ proactive scenarios

Design Intern, Microsoft

Hyderabad, India · May — July 2018

Designed a virality concept for user acquisition and repeat usage in the Microsoft Kaizala app.

SKILLS

Design

AI / Human-centered design · Interaction & systems design · Mobile (iOS & Android) · Prototyping · Motion

Tools

Figma · Lottie · Claude Code · AI prototyping

HOBBIES

Photography · Videography · Cricket · Formula 1 · Art

EDUCATION

Master of Design (M.Des)

Indian Institute of Technology (IIT), Guwahati · 2017–2019

B.Tech, Computer Science & Engineering

Christ University, Bengaluru · 2012–2016

AWARDS

Microsoft E+D "Be a Leader" Award	2021
Microsoft Global Hackathon — Runner Up	2019
Leader of Excellence, Christ University	2017