

Aakreit Sachdeva

Senior Director, Product Experience

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PROFESSIONAL SUMMARY

Design leader with 17 years across digital product, commerce, and brand experiences. Built Monotype's India design function; leads 10 designers across three global platforms, reporting to the CPO. Shapes roadmap, investment, and delivery. Open to relocation in Europe.

PROFESSIONAL EXPERIENCE

Monotype

2021 - Present

Senior Director, Product Experience

- Shaped roadmap and investment through a product vision and business case that made the experience redesign the company's **No. 1 business priority in 2025**. The redesign and new capabilities are now in development.
- **Built the India design function from scratch**: hired a team now comprising 10 designers, including two design leads, and established design operations, quality standards, and delivery practices.
- Redesigned WhatTheFont, serving approximately 4M monthly users, driving **17% revenue growth** and 13% higher e-commerce conversion. Transactions increased 24%; bounce rate decreased 16%.
- Led experience strategy for Enterprise License Management, scaling from a 69-user beta to 4,000+ accounts and contributing **\$3.6M+** in annual contract value (ACV) in H1.
- Improved delivery with **90% component reusability** through Antiqua, Monotype's design system. Authored production React components with interaction and motion, linked to Figma through Code Connect.
- Built a live multi-agent workflow for **simpler developer handoffs** and more detailed implementation guidance, connecting Claude Code, Figma, Confluence, and Jira.
- Led the shift to project-based workflows and owned product experience strategy for international expansion, including Brazilian Portuguese localisation.
- Established the user research function and built tooling to index customer transcripts against usage data, creating a searchable knowledge base for product managers and designers.

PROFESSIONAL EXPERIENCE CONTINUED

Cheil India

2019 - 2021

Senior Creative Director

- Directed Samsung's Infinity Stage virtual launch and co-architected its Amazon storefront with Samsung HQ. Led digital campaigns for Galaxy S-Series and foldable launches.

Edynamic

2018

Creative Director

- Led enterprise UX transformations and responsive web design using Sitecore personalisation.

Lenskart & John Jacobs

2017 - 2018

Creative Head

- Led brand communication and UX strategy during a major growth phase, including the redesign of JohnJacobs.com.

Havas, Dubai

2014 - 2016

Senior Interactive Art Director

- Designed Stand for Good, an award-winning gamified brand experience.

Leo Burnett, Dubai

2012 - 2014

Interactive Art Director

- Created digital campaigns and bilingual layouts for Cadillac, GMC, Chevrolet, and Samsung.

Digitas

2010 - 2012

Senior Art Director

Webchutney

2009 - 2010

Senior Visualiser

Clients across both roles: Samsung, Airtel, MakeMyTrip, MetLife, HP, and KFC.

CORE SKILLS

Product design strategy, design leadership, team coaching, user research, information architecture, design operations, design systems, interaction design, localisation, Figma, React, AI workflow automation.

SELECTED AWARDS

Fast Company Innovation by Design | Honorable Mention, 2024

Digital Innovation recognition for Monotype product work

Clio Award | Bronze, 2016 MENA Digital Awards | Gold

EDUCATION AND CERTIFICATIONS

B.Sc. (Hons) Computer Science | University of Delhi

PG Diploma, Advertising & Public Relations | Indian Institute of Mass Communication

HCI Certification in AI System Design

PUBLISHED WRITING

6-Signal Product Scorecard: a prioritisation model connecting features to adoption and revenue. Spine-Branch-Responsibility Model: a framework for human judgment and automation in AI workflows.