

Abhinav Dhankar

Product Designer

abhinavdhankar.com

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Summary

Product designer with 14 years in design, animation and motion, including 8 years at Microsoft on Power Platform and Dynamics 365. Core strength: getting up to speed fast on complex, unfamiliar products and making them clear to the people who use them. At Microsoft that meant working with product managers to decide which user journey best explained a new feature. Since 2025 applying it to product design for data-heavy operational software.

Experience

Product Designer

May 2025 – Present

Independent Projects

Self-initiated product design case studies on complex operational systems.

- KitchenOS, operations dashboard for a multi-brand cloud kitchen (solo concept project based on desk research, case study live on portfolio): designed a desktop command view for an order manager running 60 to 80 simultaneous orders across three brands and three platforms (Swiggy, Zomato, own app).
- Mapped the order manager's responsibilities in a journey map to define the scope of automation: which tasks the system takes over (order priority, station routing, batching) and where he needs support to decide fast, through alerts that propose the next action.
- Built a deployed narrative prototype with Claude Code, using Google Stitch for visual direction, that walks one order through its full lifecycle.

Video Producer 3

May 2017 – May 2025

Microsoft Corporation (India) Pvt. Ltd.

Hyderabad and Noida. Owned product demo campaigns for newly released features across the Microsoft Dynamics 365 and Power Platform app families.

- Got up to speed on each newly released feature from product documentation and PM briefings, to understand who it served, what it actually did, and where it stopped making sense to a new user.
- Worked with product managers and content writers to map the end-to-end user journey each feature was shown through, and decided what to cut so a complex capability was understandable in about two minutes.
- Raised average video completion rate from 30% to 50% through consistent branding across the series, openings that got to the point without unnecessary visuals, clearer audio, and built-in accessibility (captions and audio description files).

- Created a design system for demo video production, used by product teams and content team members who recorded their own demos: screen-recording guidelines, standard intro and outro templates for all products, a reusable motion asset library, and training videos on screen-recording best practices.
- Pitched concepts and storyboarded the full experience before production, then delivered polished demos, animation and motion for products including Field Service, Copilot for Sales and Power Platform apps.

Freelance Motion Designer

Aug 2013 – Apr 2017

Self-employed

- Delivered 40+ explainer videos for startups in the USA, UK, Australia, Israel, the Middle East, China and India, working directly with founders and marketing teams from product understanding to research, script, storyboard, design and animation.
- Reduced each client's product to its core story and the user problem it solves, for use as homepage and marketing videos.

Designer

May 2012 – Aug 2013

Surabhi Designs

- Translated design briefs and AutoCAD drawings into photorealistic 3D models and renderings in Autodesk 3ds Max for interior and architectural projects, used in client concept presentations.

3D Artist

Jul 2011 – May 2012

Blackjack Designs Pvt. Ltd.

- Created 3D visualisations and architectural renderings from design briefs for client approval.

Skills

Product design User experience (UX) design, journey mapping, user flows, information architecture, wireframing, prototyping, interaction design, visual design, design systems, 0 to 1 product design, AI-assisted design workflows

Communication Concept pitches, storyboarding, presentation decks, narrated walkthroughs, animation, motion design, video, accessibility (captions, audio description)

Tools Figma, FigJam, Rive, Adobe Photoshop, Adobe Illustrator, Adobe After Effects, Adobe Premiere Pro, Claude Code, Google Stitch

Education

UX Gym Blaze

2026

Mentored by Anudeep

3D Character Animation

2009 – 2011

Maya Academy of Advanced Cinematics

Bachelor of Fine Arts

2006 – 2010

Chaudhary Charan Singh University