

I'm a dynamic and innovative **Product Designer**, based in Melbourne, with over 3+ years of hands-on experience and education from Monash University. Leveraging my expertise in user behaviour and design, I craft solutions that enhance user engagement and satisfaction. My dedication lies in creating seamless and engaging user experiences that resonate with target audiences. From initial research to final design, my process is collaborative and data-driven, ensuring each project is tailored to meet specific user and business needs.

SKILLS

- User Research
- User Interface
- User Insights
- Design System
- Journey Mapping
- Components
- User Flow
- Responsive Web Design
- Creating Wireframes
- Conducting User Testing
- User Testing
- FE Development (HTML, CSS, Javascript)
- A/B Testing
- Interactive prototypes

Softwares I'm skilled in:

- Figma
- After Effects
- Adobe XD
- InDesign
- HTML/CSS
- Visual Studio Code
- Miro
- GitHub
- Invision
- Microsoft Project Management
- Photoshop
- Illustrator
- Lottie

WORK EXPERIENCE

23 Digital

Product Designer

(August 2023 - Present)

- Reduced travel planning time from weeks to a single day by designing TripEase, a one-stop mobile app (iOS/android), seamlessly integrating flights, accommodations and itineraries with a user-centric approach from concept to launch.
- Collaborated on the end-to-end product development of Brooks Running, designing an optimised payment portal that reduced the checkout process from 7 clicks to 3, enhancing user experience and conversion rates.
- Achieved a 52% reduction in bounce rate by redesigning the Department of Education, Australia website, optimising information architecture, improving user navigation, and refining the design system for a more engaging experience.
- Increased user engagement by 33% for Brooks Running by redesigning the payment process and streamlining navigation, resulting in a more intuitive and user-friendly shopping experience.
- Contributed to the design and strategic planning process within agile delivery teams, using Scrum and Kanban methodologies to improve efficiency and deliver high-quality projects.

Case study: <https://www.ruchilad.com/tripease>

Helfie.ai

Product Designer

(July 2022 - July 2023)

- Achieved a 43% increase in user engagement and a 30% rise in product downloads by reconstructing a user-centric AI health-tech website that effectively communicates product information and encourages users to opt for online consultations, reducing the need for physical doctor visits.
- Designed user-centric mobile apps for COVID AI and Skin Cancer AI (iOS and Android), enhancing user experience through features like symptom checkers and personalised skin assessment tools.
- Achieved a 39% increase in user satisfaction and improved feature adoption by conducting user testing and ethnographic research including user interviews and surveys that informed interface simplification.
- Identified low trust due to unclear user involvement in treatment decisions. I developed interactive prototypes and ran A/B tests, increasing user trust by 35% and boosting engagement with personalised health plans.
- Communicated and convinced stakeholders to integrate deep health report analysis into the app by presenting user research showing that detailed reports would build trust. As a result, users engaged 40% more with their health insights and reported higher confidence in the app's recommendations.

Case study: <https://shorturl.at/MJHDq>

EDUCATION

Monash University

Melbourne, Australia

User Experience and User Interface,
FE Development

Welingkar Institute of Management

Mumbai, India

Post-Graduation - Media and
Advertising

Mumbai University

Mumbai, India

Bachelor's of Mass Media in Advertising

MAYA Institute of Advanced Cinematic

Mumbai, India

Diploma in Graphic Design

WORK EXPERIENCE

Skinned Skincare

UX/UI Designer

(March 2021 - June 2022)

- Reduced cart abandonment by 25% by designing and presenting a user-centric strategy to for the Skinned mobile app's payment gateway, including a simplified checkout flow and progress indicators.
- Improved the website's visual appeal by enhancing the existing design system, preventing the interface from feeling cluttered and overwhelming.
- Achieved a 23% increase in engagement and a 15% boost in mobile app downloads by enhancing the UI to meet industry standards and market trends, redesigning the homepage with a modern, minimal layout, and adding micro-interactions throughout the site.
- Aligned seamlessly with developers and engineers by using coding terminology to discuss project requirements. I ensured design files were development-ready by detailing component structures in HTML/CSS and clarifying responsive behaviour, leading to a smoother handoff and faster implementation.

FoxyMoron

Digital Design Lead

(Oct 2018 - Jan 2021)

- Designed a series of marketing materials like developing sketches, storyboards, typography, branding and visual designs for top brands that led to an increase in brand visibility on social media platforms.
- Created visual concepts to communicate ideas that inspire, inform, and captivate consumers.
- Designed logos, brand guides, and marketing materials to establish and maintain brand consistency.
- Collaborated with marketing teams to develop branding strategies.
- Managed and delegated responsibilities to other designers and provided directions.

Anvis Digital

Senior Graphic Designer & Visualiser

(July 2017 - Sept 2018)

- Created new and original designs from scratch for a brand based on client specifications, needs and brand image.
- Generated ideas to portray concepts and advertise products and services.
- Liaise with marketing and design teams to ensure deadlines are met.
- Employed design fundamentals when selecting typography composition, layout and colour in design work.
- Stayed up-to-date with industry developments and tools.