



Surabhi

UX & PRODUCT DESIGNER

BIO

"With 6+ years in creative industries, my passion lies in the art of creating user-centric & data driven digital experiences. Proficient in design methodologies, I thrive on transforming complex ideas into intuitive interfaces. My design journey is driven by a commitment to simplicity and effectiveness"

Portfolio

surabhidesigns.com

Contact

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EDUCATION

Guru Gobind Singh Indraprastha University New Delhi

2016-2020

Bachelor of Technology Computer Science and Engineering

SKILLS

Design

User research, Prototyping, Wireframing, Usability Testing, Visual & UI Design, Low to high fidelity design, Site mapping, Information Architecture, User flows, Interaction Design, App Design, Videography & Photography

Tech

Figma, XD, Photoshop, InDesign, Illustrator, Premiere pro, After Effects, Lightroom, C++, HTML, CSS, Balsamiq, Zeplin

Research

Interviews & surveys
Usability & concept testing
Personas
Qualitative analysis methods
Field study

DESIGN HISTORY

Ather Energy | Product Designer

January 2022 - Today

- Working as an Interaction Designer in the business app and charging infrastructure team where I take charge of overseeing complete user experiences across a range of customer touch-points. This encompasses conducting on-site user research, pinpointing UX challenges, and presenting design solutions
- Successfully orchestrated the redesign of the subscription purchase experience within the Ather mobile app, resulting in a remarkable **40% surge** in subscription purchases and a noteworthy **6% uptick** in app adoption
- Helmed the design and implementation of the charging infrastructure host's dashboard project, which streamlined the electricity visualisation and reimbursement processes. This initiative led to substantial annual **savings of 58 lakhs**
- Performed in-depth field research utilising various research methodologies such as data analysis, field studies, and user interviews to assess the effectiveness of customer payment journeys
- Responsible for visualising ideas, art direction, creation of supporting assets meanwhile acting as a liaison between creative & business teams

Squareboat | Product Designer

January 2021 - January 2022

- In charge of conducting user research and developing the information architecture, sitemap, and wireframes for the Dr. Reddy Nutrition website
- Created a mobile application and CMS system tailored for real estate brokers, facilitating property exploration and lead optimisation
- Developed a web-based platform catering to writers, offering them the ability to author publications, engage with fellow publishers, and connect with readers
- The position also entailed managing international clients and promoting collaboration across teams to establish consistency in our design processes
- Crafted a Learning Management System (LMS) to address the growing demand for E-learning. Created prototypes for multiple user flows, aiming to elevate the experience for students and parents engaging with the platform

Xooplabs | Design Intern

Summer 2020

- During my tenure as a UX/UI design intern, I had the opportunity to design a range of B2C and B2B applications. Additionally, I conducted comprehensive research on competitors, analysing their pricing strategies, sales tactics, and methods of marketing and distribution