

ADITYA BADONI

Product - UI/UX Designer

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Aditya Badoni

Portfolio

SUMMARY

- Results-driven UI/UX Designer at Clensta, driving significant conversion rate improvements through strategic design enhancements and user-centric interfaces.
- Spearheaded the implementation of a Branded Link system at AppOpener, creating a new income stream and redesigned complete website for better user engagement and upliftment in KPIs.
- At Mamaearth - Designed high-fidelity prototypes and developed a recommendation framework, enhancing user experience and increasing conversion rates.

WORK EXPERIENCE

Clensta International Pvt. Ltd.

Apr 2024 – present

Product Design Intern

- Revamped “My Cart” design with integration of Available Offers – **9%** uplift in conversion rate.
- Designed Clensta Cash wallet ledger page – with intuitive interface for tracking wallet transactions.
- Redesigned the Product Detail Page (PDP) to align with key performance indicators (KPIs).
- Redesigned product cards to meet evolving business needs and enhance user experience.

AppOpener (Tedray Pvt. Ltd.)

Jul 2023 – Apr 2024

Product Designer

- Spearheaded the conceptualization, development, and successful implementation of a Branded Link system for the company’s website. This facilitates a new income stream for the organization.
- Website redesign for KPI improvement – **13%** uplift in revenue.
- Personally crafted PRD, designed wireframes, prototypes and UX flows, ensuring alignment with user needs.
- Planning Jira Sprints and assigning tasks using Agile Methodologies.

Mamaearth (Honasa Consumer Ltd.)

Jan 2023 – Jun 2023

Product Intern

- Revamped mamaearth app Offers Page based on market research, customer feedback and data insights – **11%** increase in Coupon Code application.
- Built a landing page for mamaearth app on the occasion of Earth Day. Collaborated with 6 teams across multiple platforms for development and deployment of the feature.
- Developed a recommendation framework for **450+** SKUs on Mamaearth app and website. This framework helped in multiple product recommendation initiatives for different landing pages to increase the CR. Designed the complete UX flow for onboarding user.

EDUCATION

The LNM Institute of Information Technology

B. Tech.

Jul 2019 – Jul 2023

Jaipur, Rajasthan

TECHNICAL SKILLS

Technology: Figma, Google Analytics, PowerBI, MoEngage, Jira

Others: User Experience, Prototyping, Wireframing, Product Requirements Documentation