


Ashish Bungla

Product Designer

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WORK EXPERIENCE

Meesho

Jun'22 - May'23 | Product Designer

Meesho Live Commerce is a fast paced 0-1 construct, enabling shopping experience through livestream hosted by sellers.

Owned Shopping charter, with focus on user-first & data driven process.

- Enhanced comprehension of Value Proposition
 - Effective communication of deals which resulted in **31% Order Activation rate & 23% Order/Viewer** uplift.
 - Better awareness through Live branding and recall element.
- Worked on engagement levers for livestream
 - Surprise discount in user journey to drive better view retention and order conversion in livestream (**22% Order/Viewer** uplift & **14% decrease in early User Drop-offs**).
 - Intent Creation on livestream through better context setting, social proofing and product exposure (8.9% Order/Viewer uplift)
- Improved order activation of users by targeting discounts to particular user cohorts (8.9% Order Activation rate and 13.9% Order/Viewer uplift)
- Designed real time user demand feedback to seller by showing products with highest user intent during livestream (**65% seller retention**)
- Solved for order conversion through better comprehension of products with the aid of recorded product videos.

Peakmind

Jun'21 - Oct'21 | Product Design Intern

Crafted MVP of Self-care portal which recommends well being activities/ sessions based on interaction with Mood Tracker & Personalised Chatbot.

PROJECTS

Urban Trails

Jan'18 - Feb'19 | UX Design

Designed a digital platform which optimises trails of Architects & Students and captures their journeys & details of built environment through smart phones.

EDUCATION

IIT Roorkee | B. Arch

2017 - 2022 | CGPA : 8.1/10

K. V. Haldwani | CBSE

12th Grade | Percentage : 88.2%

10th Grade | CGPA : 9.8/10

SKILLS

Design & Research

Product Thinking, User Research, Wire-Framing, Story-Boarding, User Centered, Figma Prototyping, Visual Design, User Testing, Design Documentation

Modelling & Animation

Modelling on SketchUp and Blender, Micro animations on After effects/ Lottie.

TOOLS

Figma, Adobe Xd
Illustrator, Photoshop, After Effects
Blender, Unity 3D

ACHIEVEMENTS

National Winner of Destech Challenge-19 for the project Urban Trails.