

Ashish Bungla

Product Designer

Portfolio Link
abungla18@gmail.com
+91 8941937488

WORK EXPERIENCE

Juspay

Jun’23 - Present | **Product Designer**

At Juspay, I worked on diverse projects encompassing payment page products, merchant dashboards, and credit line features.

1. Designed and implemented NFC card reading feature for seamless user onboarding on the payment page.
2. Worked on Merchant dashboards
 - Developed an comprehensive payment page dashboard from scratch, integrating data visualisation tools to showcase payment system performance effectively.
 - Built Merchant Scorecard, a performance tracking tool providing insights and actionable recommendations to improve payment system.

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.

1. Enhanced comprehension of Value Proposition which resulted in **31% Order Activation rate & 23% Order/Viewer uplift**.
2. 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)
3. Improved order activation of users by targeting discounts to particular user cohorts (9% Order Activation rate and 13.9% Order/Viewer uplift)

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.

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, Micro animations on Protopie, After effects and Lottie.

TOOLS

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

ACHIEVEMENTS

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