Muskaan Verma

Product Designer • UX enthusiast

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About me

Engineer-turned-product designer with expertise in crafting user-centric experiences. Passionate about leveraging UX principles to drive growth, engagement, and retention across platforms.

Skills

- Product Strategy
- Ideation
- Conversion Rate/Retention Rate
- Research Methodologies
- Customer Journey Mapping
- User Experience
- Visual and Communication Designer

Work Experience

QuillBot / 2023 - Present | Product Designer

- Helping in securing top Google search rankings through a comprehensive multi-domain strategy using user research methodologies.
- Leading high-impact organic user acquisition efforts, achieving triple-digit growth in signups and premium users.
- Educate users about our Chrome extension on tools, allowing them to increase their productivity by leveraging QuillBot's presence across various platforms.
- UX and UI Refresh of Web and mobile landing pages and new tool Landing page.
- Achieved a 125% improvement in CTR and a 131% increase in extension installs through comprehensive user research and iterative prototyping.
- Boosted extension link clicks by 20% through A/B testing and optimising user engagement metrics.
- Led a comprehensive UI refresh of QuillBot's homepage with a focus on enhancing brand presence, resulting in a 600% increase in clicks compared to the baseline, as validated through A/B testing. Additionally, implemented further experiments that delivered enhanced user engagement and performance improvements.

Squraeboat / 2022 - 2023 | Product Designer

At Squareboat, I was responsible for leading multiple projects for startups and enterprise clients. Successfully delivered 16+ Digital experiences for clients like *Dr. Reddy's, SISO, Huddle, Accacia, Fastn and more*. Spearheaded the user research phase, delivering exceptional quality of work, aligning with business goals and user first designs.

Echo India / 2020 - 2022 | Junior UI/UX Designer

- Worked on redesigning the company's website.
- Leading designing the master design system to maintain the consistency in the product.
- Worked on internal project which is used to create a real impact by serving the undeserved population with continued support from the government in healthcare and education department.

Education

ECHELON INSTITUTE OF TECHNOLOGY / 2016 - 2020

B.Tech Computer Science Engineering Technology

GOVT.GIRLS SEN.SEC. SCHOOL / 2014 - 2016

12TH

Achievement

AUGUST - 2023

Designathon Winner

APRIL - 2022

Top Performer

Hobbies