

# NAMRATA

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## about

A **Product Designer** with nearly **4 years of experience** working with Indian startups, striving to balance Art and Usability in crafting high-quality digital experiences.

## education

2015 - 2019

**National Institute of Fashion Technology, Bangalore**

Bachelor In Design  
Textiles Department  
8.5 GPA

## skills

User Research, User Flows,  
Information Architecture,  
Wireframing, High Fidelity,  
Prototyping, Visual Design,  
Branding, Illustrations, Iconography,  
Interaction Design, Motion Design

## awards

**Focus on Delivering Results**  
personally recognised by the founders for exceptional dedication to achieving key outcomes @ Flobiz

**Midas Touch** @Galleri5

**Best Collection** @NIFT

## work experience

FLOBIZ | **Product Designer II**

Jan'23 - Jan'24

Spearheaded the **complete Web App Redesign**, resulting in a **7% boost in user activation**, **15% higher click-through rates** on "create" buttons, and **25% more feature discovery**.

Pioneered the design of an **AI-based Bill & Item Import System** **Boosting user activation by 12%**, with more users generating **3 invoices within the first 5 days** of registration

Redesigned the **Bulk Upload feature** with a Google Sheets-style interface, **increasing bulk imports by 14%**

Developed **GST compliance features**, including e-invoice and e-way bill generation for Android/iOS apps, **adopted by 5,000+** businesses, resulting in enterprise plan **revenue boost by 10%**

GOLDSETU | **Associate Product Designer**

Sep'21- Dec'22

Acquired **complete ownership** of the **customer facing PWA** pivotal for jewellers. This encompassed the design and implementation of **Landing Page** & other features like **Orders Flow, Saving Plans, and Digital Gold**

**Collaborated** on designing the **Marketing Website** for Goldsetu with a senior designer

Produced the **product explanatory videos** for company's Youtube channel

GALLERI 5 | **UI/UX Designer**

Aug'20- Sep'21

Led the **Redesign of the Brands & Influencers platform** to boost user engagement and consistency. Streamlining **campaign management tasks** like **tracking influencer metrics, budgeting, payments, and deliverable finalisation**.

Worked on a **micro app for HRX** (a client) to **track fitness goals** for a campaign.

Served with multitude of design horizons like **social media posts, email marketing templates, presentation slides for business pitch, packaging design for Myntra's EORS campaign, image & video editing for influencer's deliverables**.