

Abhishek Raj

Senior Product Designer

[Portfolio Website](#)

LinkedIn : [Link to page](#)

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As an experienced Product Designer, I bring 5+ years of cross-industry expertise to the table, with an acute focus on user-centric solutions. I have a working experience in fintech, SME, Stocks, Ecommerce and Edtech and have worked in Cuemath, Udaan, smallcase and on contractual projects with Pagarbook. I flourish in environments that build 0-1 products that leave a lasting impression.

[Find my in-depth use case solutions here](#)

Full Time Experience

Cuemath | Senior Product Designer

Feb 2023 - Present

Created Zero to one profitable foundation for admissions, where we replaced RMs based admissions to digital admissions from inception to payment screens, Also was a part of referrals and retentions to better solve earlier built features

Udaan | Product Designer II

Mar 2021 - Sep 2022

Reworked on the design system to make it more accessible for our users, Led All Design efforts with 2 designers
Led Design research for the entire Food homepage consisting of a focused group of 20 vendors
Created storyboards for TVCs, decided tones for whatsapp GTMs and app touch points
Created framework to measure design system KPIs

Smallcase | Product Designer

December 2018 - Dec 2020

Created design system for the product smallcase gateway
Created touch points for the product which also acts as the first entry point at strategic places, Created landing page for our merchants to showcase value points, Created single/multi stock gateway for merchant sites that enables users to make stocks transactions on the said sites themselves

Created Visual guides & illustration guides for the org
Created email templates and component guides for the team, Led Visual Team with 2 team members to manage smallcase illustrations, iconography, voice and tones

Contractual Experience

RazorpayX | Product Designer

Sep 2022 - Feb 2023

Solved for on-the-Go use case for RazorpayX where i designed the mobile app and the apple watch interface for SME's and small startups

Pagarbook | Brand & Product

Jan 2021 - Mar 2021

onboarded Akshay Kumar into our brand ecosystem and created Brand Marketing pages, brand guides, voice & tones guides and created design system for mobile app

Education

Vellore Institute Of Technology

2014-2018 | Vellore

Completed Major in Information . Tech and Human Computer interaction and completed Minor with International Business

XLRI , Jamshedpur

May 2021- June 2022

We deep dived into a 360 view of how a product is identified, ideated, validated, built, marketed, launched and measured, from the ground up and gauged on how Product Life Cycle overlaps with the Technology Life Cycle.