

# Abhishek Raj

Bangalore Urban, Karnataka, India

abhishekraj4300@gmail.com

[linkedin.com/in/abhishekraj-r2](https://www.linkedin.com/in/abhishekraj-r2)

8092233430

<https://r2designs.github.io>

## Summary

I understand the need for meaningful design and enjoy the iterative approach to solve usability issues. I love guiding people, sharing ideas, and making sure everyone's voice is heard. Considered a seasoned team player, I grade myself by the value I bring to the team.

## Experience



### Senior Product Designer

Cuemath

Feb 2023 - Present (11 months)

**Empowering Our Educators w Digital Admissions:** Perhaps one of my most impactful projects has been the creation of a guided journey for our educators as they embark on their first trial class with potential students. This initiative wasn't just about providing tools; it was about enhancing the efficacy of our teachers. A successful trial class often leads to increased enrollments, which directly boosts our growth metrics.

**Payment Journeys:** I own payment processes. My role entails ensuring a seamless and secure transaction experience for our users, from initiation to confirmation. This is integral to the trust our users place in us.

**Internal Dashboards:** Beyond external interfaces, I've also worked on our internal dashboards, ensuring they are efficient and user-friendly. These dashboards play a crucial role in administrative and operational functions within Cuemath.



### Product Designer

udaan.com

Mar 2021 - Sep 2022 (1 year 7 months)

I was associated with Udaan, a leading trade platform in India catering to both B2B and B2C sectors, from 2021 to 2022. As a key player in the design team, I had the responsibility of overseeing the food, FMCG, and fresh product clusters.

During my tenure at Udaan, I wore multiple hats:

Undertook design research to inform and improve our products.

Mapped user journeys to ensure a seamless user experience.

Conducted user interviews to derive actionable insights.

Led the UI/UX design segment, creating intuitive interfaces.

Developed prototypes to visualize and test our ideas.

Engineered micro-interactions to enhance user engagement.

Major Projects:

Your List: Recognizing that users often compared products across apps for the best prices, we introduced a personalized list feature. Users could now easily curate and compare products, leading to increased productivity by 20%, a rise in session conversion by 4%, a 7.5% boost in Weekly Active Users (WAU), and a remarkable screen conversion of 21.5%.

Diamond Range: Launched an offer program to acquaint users with premium products. Additionally, a minimal landing page was designed to display offers, educational content, and a tracking system for discounts.

Additional Initiatives:

Widget Component: A state-driven component to enhance user interaction with the 'spin & win' feature. Our innovative animated banner played a crucial role in driving user engagement daily, even on days with minimal app interaction.

Brand Engagement: Introduced new banner properties to redefine how brands engage with the platform, offering users personalized brand suggestions and aiding sellers in brand promotion.

Cross-Selling Exploration: Delved into opportunities to encourage cross-buying behavior across different app versions, achieving a notable 30% traction and 10% conversion.



## Product Designer

smallcase

Dec 2018 - Dec 2020 (2 years 1 month)

Built smallcase gateway from ground up!

It's like an online payment gateway, but instead of buying products, users buy stocks, ETFs, or 'smallcases' directly from their favorite websites or apps using their own stock brokerage account.

My tasks included:

Researching what users wanted.

Designing the user experience.

Making interactive designs.

What's the Big Idea?:

Online shopping sites let you pay using different methods (like credit cards, online banking). But there wasn't a way to buy stocks easily on different websites. So, we made smallcase gateway.

How it Works:

It's like an online payment method, but for stocks.

Users can buy or sell multiple stocks in one go.

They can review, edit, or cancel their stock orders easily.

It's partnered with popular stock brokers in India.

Websites can integrate it just like they'd add a payment method.

Special Features:

Buy/sell multiple stocks at once.

Edit your orders before finalizing.

See all your stock orders in one place.

Option to cancel if you change your mind.

Order Process:

Imagine shopping online: Add items to cart -> Review cart -> Checkout. It's the same with stocks. You choose stocks -> Review -> Confirm. Then, you log in to your stock account, review your stock orders, and confirm the purchase.

Other Cool Stuff:

There's this 'SST Widget' - a small app that shows stock info. Websites can use it to make their articles and stories more interesting by letting readers directly invest in stocks mentioned in the content.

In short, I helped make buying stocks online as easy as shopping!

## Education



### **Vellore Institute of Technology**

Bachelor of Technology - BTech, Information Technology

2014 - 2018

## Licenses & Certifications



### **Design Lead - GDG VIT**

Issued Mar 2017 - Expires Feb 2018



### **Human computer interaction - Vellore Institute of Technology**

## Skills

Product Design • UI/UX Designer • Software Design and Usability analysis • Software Development  
• Wireframing • UI • User Experience (UX) • Amazon Web Services (AWS) • prototyping • PHP Applications