

# Abhishek Raj

Senior Product Designer

Portfolio Website

8092233430

abhishekrj4300@gmail.com

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](#)

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## 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

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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 | Senior 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

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## 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

Advance Product Management (APM - B1)

May 2021 - Jun 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.