

**Aarushi Mishra** | Product designer

hi.aarushimishra@gmail.com  
(+91) 750 698 5472  
www.aarushimishra.com  
linkedin.com/in/aarushimishraa

## WORK EXPERIENCE

### SIXT Research & Development

#### Lead Product Designer

*Mar 2022 — May 2023 | Bengaluru, India*

- Led design strategy for SIXT Ride platform, driving growth and enhancing user experience.
- Redesigned the homepage based on a new design system, improving communication for clearer product understanding.
- Overhauled the web platform search, reducing error rates by 32%.
- Designed an internal invoice reconciliation tool to streamline operational efficiency.
- Introduced a DAC7 compliance feature for partners, achieving a 98% compliance rate.
- Mentored and guided two junior designers, supporting their professional development.
- Collaborated with product, business, sales, and development teams to prioritise features and plan the product roadmap.

#### Senior Product Designer

*Jun 2021 — Feb 2022 | Bengaluru, India*

- Simplified the Sixt signup process, leading to an 88% increase in customer signups.
- Led discovery on digital identity verification for various user types, creating use cases, user scenarios, and defining user flows.
- Designed an MVP for a contactless pickup experience, reducing customer processing time by 30%.
- Contributed to and maintained the design systems library to ensure consistency across products.
- Collaborated with product, business and development teams on projects.

### Fybr US

#### Senior UXD Consultant

*Mar 2020 — Mar 2021 | Remote*

- Led the redesign of a B2B2C parking application, contributing to a 76% increase in overall sales after the new app launch and securing new client partnerships.
- Enhanced customer satisfaction, achieving an average rating of 4.65★ through improved user experience.
- Collaborated closely with product and business stakeholders to deliver thoughtful, scalable end-to-end experiences.

### Fybr India

#### Senior UX Designer

*Oct 2015 — Feb 2020 | Bengaluru, India*

- Proactively addressed ambiguity in a fast-paced environment with evolving product strategies and requirements.
- Led research, design strategy, and UX for Fybr's native apps and web platforms.
- Managed and mentored a team of 2 designers, focusing on native mobile app techniques and best practices.
- Collaborated closely with cross-functional teams to prioritise and advocate for user needs.
- Developed and contributed to the design systems library and content formatting specifications.
- Played a key role in defining the product backlog, as well as identifying issues and reporting bugs.

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## WORK EXPERIENCE

### Housing.com

#### UI/UX Designer

Jan 2015 — Jul 2015 | Mumbai, India

- Conceptualised and designed the online home loans application portal for Housing.com, optimising for responsive web, iOS, and Android platforms.
- Conducted extensive field research, translating insights into personas, user journey maps, and affinity diagrams.
- Led the UX design for a backend data collection app focused on rental properties, improving functionality and ease of use.

### Citrix Systems

#### Product Design Intern

Apr 2014 — Oct 2014 | Bengaluru, India

- Completed a six-month internship as part of a master's thesis project.
- Redesigned the 'Information Retrieval System' (IR) for knowledge workers to enhance efficiency.
- Developed an intelligent file retrieval system utilising memory heuristics for more accurate information retrieval.

## EDUCATION

### National Institute of Design

M.Des. Information & Interface Design

2012-2014 | Bengaluru, India

### Symbiosis Institute of Design

B.Des. Industrial Product Design

2007-2011 | Pune, India

## SKILLS

### Design

Native app design (iOS & Android)  
Responsive web  
Design Systems  
Interaction design  
Wireframing (Lo-fi & Hi-fi)  
Prototyping  
Information architecture

### Research

Qualitative interviews  
Surveys  
Personas  
User journey mapping  
Usability testing

### Tools

Figma  
Sketch  
Adobe creative cloud  
Google Analytics  
Miro  
Invision & Marvel app  
Mapbox studio  
Office suite  
HTML & CSS