

Design high-impact creative design deliverables for the growth, sales and partner network functions

- Devise a process for teams to submit their design requests and track the progress of the same seamlessly with minimal entry barrier
- Set up a process to measure the engagement numbers and stats for every social campaign involving design collaterals
- Ensure an average lead time of 2 days for every design requirement across the functions

Research, analyze & understand behavioural characteristics and product usage patterns of users

DISCOVERY

DESIGN DEVELOPMENT

POST-RELEASE

- Work with TCP and Workspace teams to prepare a list of specific user groups to conduct exploratory research for upcoming product features
- Formulate a process to switch to a Google Design Sprint model for the product design undertakings
- Set up a framework to conduct 3 web-based user testing sessions every week