



Disha Rajput

Product Designer

“ Design is not just about aesthetics; it's about making it work for the user. ”

Brenda Laurel

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Socials

LinkedIn
[linkedin.com/in/disha-raiput](https://www.linkedin.com/in/disha-raiput)

Behance
[@disha-designs](https://www.behance.net/@disha-designs)

Key Skills

Low / High Fed Wireframing

Usability Testing

Product Design Process

User Flow/Site Flow

Information Achritecture

Basic HTML/CSS

Micro Animation / Prototype

Interactive Design

Product Documentation

User Testing / Research

Mobile and Desktop Design

Languages

English
Professional Working Proficiency

Hindi
Native Proficiency

Experience

Oct 2022 – Present



Product designer
Bizcrum Infotect (Bijnis)

Spearheaded product development initiatives, focusing on design usability, functionality, and branding. Led efforts in identifying new opportunities, enhancing product and business strategies, and delivering superior user experiences through innovative solutions.

April 2021 – Oct 2022



UX/UI designer
Uplers

Designed visually appealing websites, product dashboards, landing pages, and digital marketing materials. Conducted extensive UX/UI case studies for international clients, managed project designs, prototyping, and contributed to front-end development.

Dec 2019 – March 2021



Curriculum Director
Whitehat Jr

Oversaw a team of mentors, developed educational content, and designed training programs. Enhanced student learning experiences through innovative curriculum design.

July 2019 – Dec 2019



Operation Associate
BYJU'S

Tracked customer EMI data, ensuring accurate and efficient management of financial transactions. Additionally, I collected and analyzed EMI and order data, contributing to informed decision-making and strategic planning.

Recent projects

RM App

A CRM app for Bijnis sales personnel to track performance and manage their assigned leads and orders.

[View Case Study](#)

Bijnis App

A B2B platform connecting factories and retailers, optimizing the sourcing process for fast-selling apparel and footwear collections.

[View Live App](#)

Education



LPU

B.Tech CSE (Hons.)
July 2016 – Aug 2020



Designboat

Profession UX/UI
Apr 2020 – Sep 2020



IxDF

Visual Design Course
Mar 2022

Skills

- Advanced in Heuristic Evaluation, Usability Testing, Competitive Analysis, and both Qualitative and Quantitative Research.
- Proficient in Hypothesis Testing, A/B Testing, Guerrilla Testing, Surveys, and User Interviews.
- Experienced in Stakeholder Interviews, Concept Sketches, High and Low Fidelity Wireframes, User Flows, User Personas, Empathy Maps, Sitemaps, Information Architecture, Rapid Prototyping, UI Animations, and Style Guides.
- Skilled in overseeing the full design lifecycle, from brainstorming to delivery, with a focus on evolving designs through a cycle of user feedback and alignment with business objectives. Works in collaboration with developers and quality assurance teams.

Tools



Figma
UI/Prototyping



Adobe Xd
UI/Prototyping



WebFlow
Development



Notion
Documentation



Jira
Project management



CleaverTap
Data Visualisation