

# Durga Venkatesh

## Product / UI UX Designer

3 years of experience working on mobile apps, website & solving complex user problems using design thinking.

## EXPERIENCE

### Wizely

#### Product Manager / Designer May'20 - Today

- Increased user retention rate from **20% to 60%**.
- Added scratch cards for rewards to **reduce onboarding cost by 50%**.
- Launched **Wellness score** and **rewards modules**.
- Improved user experience by creating a **seamless onboarding flow** for users.
- Created **design guidelines and assets** for the existing app. Also created **colour and logo usage guidelines**.
- **Migrated** total **design system** and assets **to Figma**.
- Created **Wellness score** to promote the concept of financial wellness in users from our app.
- Worked on **animations** for providing better user experience at **loading and processing screens**.
- **Redesigned dashboard** to bring using **proper information hierarchy** to make it more relatable to the end users and **reduce user drop offs**.
- Worked on **Saving plan UX flow** to make required information more easily available to users.

### Signzy

#### UI UX Designer Mar'19 - Feb'20

- Built **Customer Visualisation module** and **Analytics Module** from the scratch.
- Solely designed **RM Assisted mobile app** UI and UX for Current Account onboarding solution.
- Completed **6 months of change requests in just 2 months** and delivered it to the customers.
- Set **design** and documentation **standards** to create a better understanding of the design process.
- Solely responsible for managing **PRDs, user research and AB testing** for **Investor Onboarding and Generic Onboarding**.
- Successfully completed **onboarding 4 customers** by making **tweaks to the current product**.

 +91-7037246946

 buredurgagod@gmail.com

 <http://buredurgagod.github.io>

Aiming at usability, user experience, user and client centered designs, I also care about every minute detail as well as the big picture to create meaningful work.

## EDUCATION

### IIT Roorkee 2014 - 2018

#### B.Tech Metallurgical and Materials Engineering

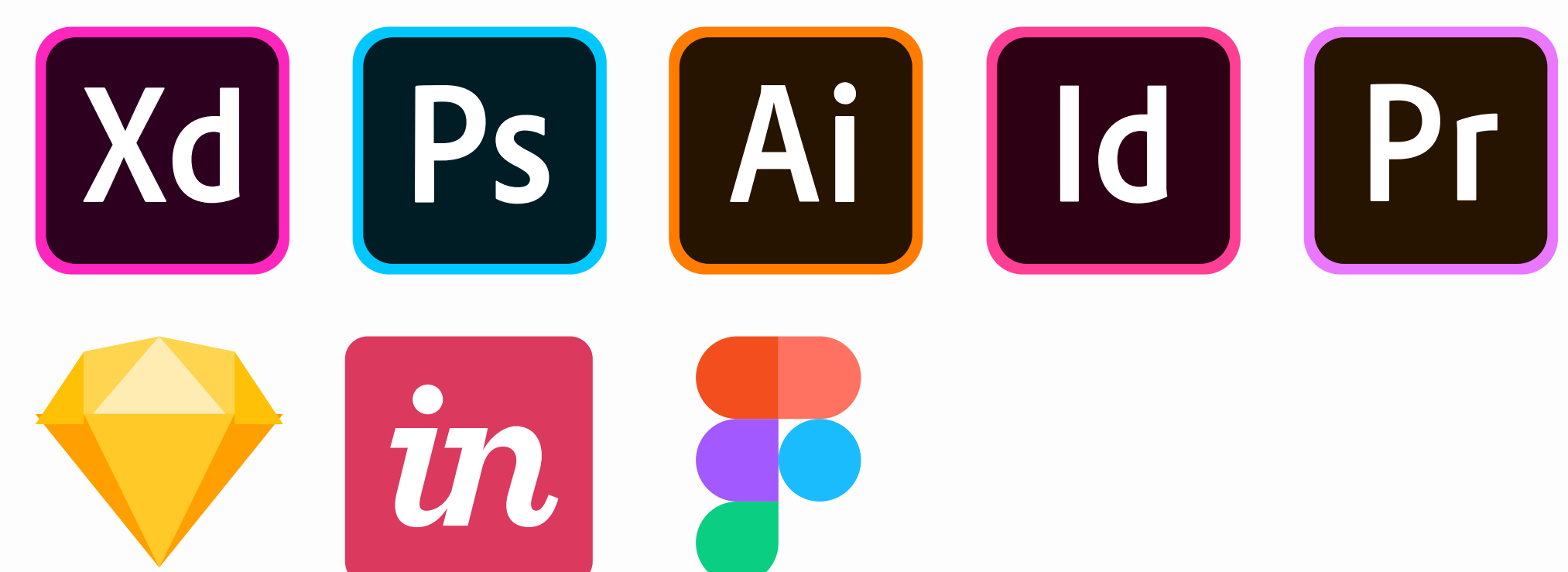
- Design Team Member - TEDx IITR
- METES - Alumni team leader

## CERTIFICATES

### Interaction Design Foundation

- Design Thinking
- Human Computer Interaction
- User Research

## TOOLS



### 1kosmos

#### UX Designer July'18 - Feb'19

- Designed **Android and iOS apps** for **Verizon** and **Jefferries**.
- Designed **Web Admin console panel** for **Verizon** and **Jefferries**.