

Hello



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<http://buredurgagod.github.io>

My name is **Durga Venkatesh**
and this is **my story.**

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EXPERIENCE

Head Digital Works

Dec'22 - Today

Product Designer (B2C)

Hyderabad

- Redesigned **Rummy Lobby** improving the visibility of all game types from the landing screen.
- Redesigned Login and Signup pages removing additional login steps and **reducing the time taken by 35%**.
- Built **Design system** from scratch and built guidelines so as to reduce design and development effort going forward.
- Redesigned **Poker Lobby** to improve user experience.
- Improved existing flow for first time users to help understand Rummy and Poker.
- Upgraded Rummy School experience for first time users.
- Redesigned **Refer & Earn and KYC features** enhancing user acquisition and faster KYC completion process.
- Redesigned **Redeem Journey** minimizing the number of steps required, resulting in a more user-friendly experience.

Wizely

May'20 - Dec'22

Product Designer (B2C)

Bengaluru

- Increased **user retention rate** from **20% to 60%**.
- Added gamification mechanics to **reduce onboarding cost by 50%**.
- Created Wellness score to promote the concept of financial wellness in users and launched **Wellness score** and **rewards modules**.
- Improved user experience by creating a **seamless onboarding flow** for users thus **reducing the drop off by 50%**.
- Created **design guidelines and assets** for the existing app. Implemented a **design language**.
- Worked on animations to provide better user experience at loading and processing screens.
- Reworked on the Saving plan tab to make required information more easily available to users.

Signzy

Mar'19 - Feb'20

UI UX Designer (B2B)

Bengaluru

- Built **Customer Visualisation module** and **Analytics Module** from the scratch.
- Solely responsible for designing **RM Assisted mobile app** UI UX for Current Account onboarding solution.
- My team and I 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 process across teams.
- Solely responsible for managing **PRDs, user research and AB testing** for **Investor Onboarding and Generic Onboarding**.
- My team and I successfully completed **onboarding 4 customers (B2B)** by making **tweaks to the existing product**.

1kosmos

July'18 - Feb'19

UX Designer

Mumbai

Designed **Android and iOS apps** for Verizon.

Designed Web Admin console panel for Verizon and Jefferies.

METES

Alumni Team Leader - Metallurgy Department, IIT Roorkee

EDC - IITR

EDC Design Team member, IIT Roorkee

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EDUCATION & CERTIFICATES

IIT Roorkee

2014 - 2018

B.Tech Metallurgical and Materials Engineering

Roorkee

Research on Laser Cladding over stainless steel

IDF

2020 - 2021

Interaction Design Foundation Certifications courses

Roorkee

- Design Thinking
- Human Computer Interaction
- User Research
- Information Visualization
- Mobile UX Design

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TOOLS

