

# Hello



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My name is **Durga Venkatesh**,  
a UX Specialist, and this is **my story.**



## Experience

### Product Designer

**Head Digital Works** • Hyderabad • 12/2022 - Today

- **Redesigned Rummy Lobby** improving the visibility of all game types from the landing screen and **enhancing user satisfaction by 65%**.
- Redesigned Login/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. **Reduced design effort by 60%** within the first few weeks.
- Redesigned Refer & Earn and KYC features enhancing user acquisition and faster KYC completion process. **Reduced KYC time by 35% and drop-off rate by 60%**.
- Redesigned Redeem Journey minimizing the number of steps required, resulting in **50% less drop-off** during redeem journey.
- **Revamped the Poker Lobby** to improve user satisfaction and engagement, emphasizing on a more intuitive overall experience.

### Product Designer / Manager

**Wizely** • Bengaluru • 05/2020 - 12/2022

- Achieved **200% improvement in user retention rate**, by enhancing overall user engagement.
- Implemented **Scratch Card** reward system, resulting in **50% reduction in onboarding costs**.
- Conceptualized and **introduced Wellness score** to drive user awareness and adoption of financial wellness principles within the app **improving user engagement by 50%**.
- Successfully introduced referral rewards module, increasing **referral rate by 60%** and improving **retention rate of new customers by 35%**.
- Created an intuitive onboarding flow, reducing **time taken by users by 45%**.
- Built the **Design System** from the ground up and led the migration of existing **assets to Figma**.
- Transformed dashboard with attention to information hierarchy, significantly **reducing drop-off rates by 25%**.
- Implemented **animations for loading and processing screens**
- Reworked on Saving plan flow, simplifying access to crucial information for users and enhancing overall usability.



# UI/UX Designer

Signzy • Bengaluru • 03/2019 - 02/2020

- Solely Designed the RM Assisted mobile app, component of the Current Account onboarding solution, used by 4 major banks.
- Accelerated timelines by addressing 6 months' change requests within a 2-month timeframe.
- Established Design and Documentation guidelines, optimizing the design process and improving collaboration across teams.
- Took full ownership of PRDs, user research initiatives, and AB testing strategies for Investor Onboarding and Generic Onboarding products.
- Generic Onboarding - Successfully brought onboard 4 major banks (B2B) by refining existing product strategically to better match their needs and preferences.
- Led the design and development of both the Customer Visualization module and the Analytics Module from scratch.

# UX Designer

1kosmos • Mumbai • 07/2018 - 03/2019

- Designed Android and iOS apps for Verizon using their guidelines.
- Designed Web Admin console panel for Verizon and Jefferies.



## Education & Certificates

### IIT Roorkee - B.Tech

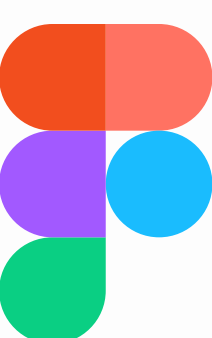
Metallurgical and Materials Engineering • Roorkee • 2014 - 2018

## Interaction Design Foundation - Certificates

- Design Thinking
- Human Computer Interaction
- AI for Designers
- Design for 21st Century - Don Norman
- User Research
- Information Visualization - Dashboards
- Mobile UX Design



## Tools & Skills



Figma



Adobe XD



Photoshop



Illustrator

UX Design

A/B Testing

User Research

Usability Testing

Prototyping

Wireframes

Typography

Design Systems

Mobile/Web

Communication

UI Design

Fintech

KYC