

Hello



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

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EXPERIENCE

Wizely

May'20 - Today

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.
- Created **design guidelines and assets** for the existing app. Implemented a **design language**.
- Worked on **design process** to get clearer understanding of user problems.
- Worked on **animations** to provide better user experience at **loading and processing screens**.
- Conducted **user testing** to find **pain points** and **addressed these pain points** to make the **product more relatable and user friendly**.
- Reworked on the **Saving plan tab** to make required information more easily **available to users**.
- Launched **Gold plan** for users to **save in Gold**.

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

July'15 - July'16

Alumni Team Leader - Metallurgy Department, IIT Roorkee

Helped organise alumni meetings from seniors to inspire and guide juniors to pursue their dreams and achieve them.

EDC - IITR

July'15 - July'17

EDC Design Team member, IIT Roorkee

Designed meeting posters and logos for different fests and events in campus organised by different teams at 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

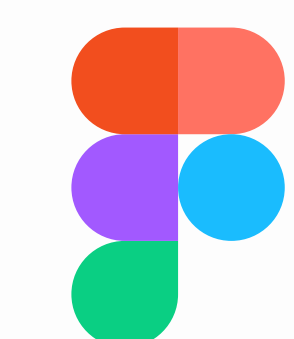
Interaction Design Foundation Certifications courses

Roorkee

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

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TOOLS



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

Persistence is the key to success. I keep a clear mind and keep it a point to give a 100% for whatever I do.