

dishaka tarafdar

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experience

PayU | UX Designer

SEPT 2023 TO PRESENT

- **Reduced development and design timelines by 30%** through templatization, accelerating product feature launches, introduced platform wide subscriptions
- Increased **Significant Risk Transfer (SRT) by 15%**, enhancing merchant relationships through engaging animations and performance insights
- Facilitated real-time onboarding for merchants, **improving compliance and onboarding speed by 25%**
- **Led design for core product features** and oversaw their end-to-end development. Notable projects: Merchant Onboarding redesign, Login/Signup, Creation flows, First Time User pages, Subscriptions, Wallets, Maker-Checker module, Outlets, ReconX.

True Sparrow | UX Designer

JUL 2021 TO AUG 2023

- **Product Owner for in-house moonshots**, led design for cross team initiatives
- Led design for **revamp of the marketing website**, including brand, illustrations, and web design & micro-animations
- Built a **decentralised social media platform** AI-powered search, posts and news
- Worked for a digital fitness solution (C2C) focusing on the product website and app, for the United States fitness ecosystem

Myntra | Design Intern

JAN 2021 TO JUNE 2021

- Worked on unisex t-shirt collections (licensed and original) under the brand Kook N Keech (KNK)

Renegade Insurance | UX Design Intern

OCT 2020 TO DEC 2020

- Understanding pain points, conducting research interviews with 10+ clients, ideation and creating prototypes to aid the processes (Insure-tech)

education

National Institute of Fashion Technology

- Bachelor of Design **9.0/10 GPA**

Major in Knitwear and Minor in Communication Design

- **Awards:** Best Graduation Project 2021 and Meritorious Student 2021

skills

UX/UI Design
Visual Design
User Research

Storyboarding
Wire framing
Task Flows

Figma
Interaction Design
Prototyping

also

Dishaka Tarafdar | YouTube

- A passion project, a daily lifestyle vlog channel with 1k+ subscribers

OnePlus | Student Ambassador

- Amongst 25 students selected pan-India from a pool of 15000+ candidates
- Created content for social media outreach for the student community

Roommates at the Ritz | Podcast

- A passion project, with over 100+ listeners available across platforms

Indian Classical Music

- 2nd Rank in Classical Music examination along with training for 6+ years