GAURANG ALAT

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STRENGTHS

Design
Sketching
Storyboarding
Wireframing
Prototyping
Motion Design

Research
Competitive Analysis
User Interviews
Surveys
Card Sorting
A/B Testing
Usability Testing

SOFTWARE

Sketch
Figma
Adobe XD
Photoshop
Illustrator
Origami
Principle
After Effects

PROGRAMMING

Python
HTML, CSS

OTHER INTERESTS

Photography
Electronic Music
Sustainability

EXPERIENCE

Victoria's Secret
Product Designer, Personalization | Jan 2020 - Present
- Designing multi-channel personalization experiences to reduce browsing friction and improve customer retention
- Improved order conversion by 3% by designing a feature to reduce cart abandonment on mobile

Product Designer, Navigation | Oct 2018 - Dec 2019
- Increased order conversion and revenue by improving discoverability and usability of the sitewide offers' experience
- Enhanced way-finding and product discovery for customers by redesigning the global navigation on mobile
- Conducted user research (interviews, usability testing, card sorting) to uncover critical customer insights and understand pain points in the customer journey

Wonderus | June - Oct 2018
Product Designer (Freelance)
- Conceptualized and designed user flows for core functionalities of the app
- Optimized sign−up and invitation flows to improve conversion
- Improved visual design to deliver a consistent and unified user experience

Duo Security (acquired by Cisco) | May - Aug 2017
Product Design Intern, Mobile
- Redesigned the Security Checkup feature to accommodate edge cases and improve users' trust in the feature
- New designs adopted by over 2.5M users of Duo Mobile in first three months after release in 2017

EDUCATION

University of Michigan School of Information | April 2018
Master of Science in Information (major in Human-Computer Interaction)

University of Mumbai | May 2016
Bachelor of Engineering (Electronics Engineering)