GAURANG ALAT

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STRENGTHS

Design
Sketching
Storyboarding
Wireframing
Prototyping
Motion Design

Research
Competitive Analysis
User Interviews
Surveys
Card Sorting
Heuristic Evaluation
Usability Testing

SOFTWARE

Sketch
Figma
Adobe XD
Photoshop
Illustrator
Origami
Principle
After Effects

PROGRAMMING

Python
HTML/ CSS

OTHER INTERESTS

Photography
Electronic Music
Sutainability

EXPERIENCE

Victoria's Secret | Oct 2018 - Present
Product Designer, Personalization
- Designing multi-channel personalization experiences to increase revenue and improve customer retention
- Designed a new feature to reduce cart abandonment leading to a significant increase in revenue per annum (on mobile)

Product Designer, Navigation
- Redesigned the sitewide offers' experience to boost user engagement by improving discoverability and usability
- Designed a streamlined navigation (mobile) to enhance way-finding and product discovery for customers
- Conducted user research (interviews, usability testing, card sorting) to uncover critical user insights and understand pain points in the customer journey

Wonderus LLC | June - Oct 2018
Product Designer (Volunteer)
- Streamlined sign–up and invitation flows to increase growth and conversion
- Conceptualized and designed user flows for core functionalities of the app
- 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 accomodate edge cases and improve users' trust in the feature
- New designs adopted by over 2.5M users of Duo Mobile post release in 2017

Student Org. for Computer-Human Interaction | Jan - Dec 2017
Chair/ Head of Workshops
- Coordinated and conducted design workshops for over 200 students at UMSI to foster an environment of learning and growth

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)