

# Keshav Gugnani

PRODUCT DESIGNER

[heydesign.in](http://heydesign.in)

(+91) 7665172590

[gugnani.keshav@gmail.com](mailto:gugnani.keshav@gmail.com)

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## EXPERIENCE

### Product Designer | Meesho

Bangalore, IN | Feb 2021 – Current

- Designed the whole **Farmiso** product (Grocery vertical of Meesho) from scratch, launched it on 29 June 2021
- Completed **50K orders** in Dec 2021
- Completed **5000+ orders per day** as of Jan 2022

### Product Design Intern | OLA

Bangalore, IN | August 2020 – Feb 2021

- Worked on **Design Systems** for OLA mobility projects
- Assisted on **OLA electric** and **OLA cabs** projects

### Product Design Intern | Procol

Gurugram, IN | Nov 2019 – Mar 2020

- Grew the vendor's profile page strength from **35% to 80%** by redesigning the vendor profile section.
- Increased auction participation and made it easy for buyers by introducing an audio feature that tells them more about the trade commodity.

## EDUCATION

### Bachelor of Architecture

Aayojan School of Architecture, Jaipur

August 2014 – June 2019

## SKILLS

User Research	Concept Sketches	Wireframes & Mockups
Design Iterations	Visual Design	Web Design
Rapid Prototyping	Hand Sketching	3D Visualisation

## TOOLS

Figma	Sketch	Principle
AutoCad	Protopie	SketchUp
InDesign	Pen & Paper	