

# Radhika Dutt

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Senior Product Designer (UI UX)

Experienced behavioural product designer with a Master's in Behavioral Science and over 7 years of expertise (3 years full-time and 4 years freelance or consultancy projects) in designing user-centred interfaces. Proven track record in zero-to-one design, applying behavioural insights to create impactful, intuitive designs that enhance user engagement and drive behaviour change.

## FULL-TIME EXPERIENCE (3+ YEARS)

### PUBLICIS SAPIENT

Senior Experience Designer (October 2024 - Present)

Responsible for discovery, research, and data synthesis to identify critical user insights and develop hypotheses to design effective human-centric design experiences.

### PORTER

Product Designer II (March 2022 - August 2023)

Contributed to multiple projects, including Packers & Movers, the Driver app, CRM dashboard, Health insurance, and A/B testing for the Pricing page.

### CARDEKHO

Design Lead (Dec 2020 - Feb 2021)

Redesigned the Zigwheels interface and successfully launched a new community feature.

### MATIC NETWORK (POLYGON)

Design Lead (Jan 2020 - Feb 2020)

Developed the company's brand guidelines while integrating behavioral psychology into the design of the dApp.

### HOLIDIFY

Product Designer (Sept 2018 - Sept 2019)

Lead the end-to-end travel discovery and booking experience on the website, mobile view as well as android application as the core designer alongside with the product manager.

### APPSTER

Creative Consultant (Feb 2017 - March 2017)

Improved the user interface of a stock market app similar to Robinhood.

### DOCSAPP (MEDIBUDDY)

Design Consultant (July 2016- August 2016)

Enhanced the app interface, conducted growth experiments, and optimized user flows.

## FREELANCE EXPERIENCE (4 YEARS)

### RADHIKADUTT.COM

Product UX Design Consultant (Dec 2012 onwards)

Worked on 20+ UI UX projects for various startups, managing end-to-end design delivery with zero to one approach.

Behavioural Science: Patent355 (US), Irrational Labs (US)

E-commerce: Yeebo

Fintech & Blockchain: Finomena

Corporate: Reliance JIO

Creative agencies: Brandonama Creatives, Design for Use, Appster

Others: Angel & Blerches, Akosha, Instafeed, Cucu app, Stayglad, ListUp, Investopad, Zigwheels

## Education

### CHRIST UNIVERSITY

#### Masters of Science (MSc) Behavioural Science (Jan 2019 - Jan 2021)

Two years full-time degree first class with distinction, 3.65/4 CGPA. Research-oriented and Interdisciplinary Choice Based Credit System (CBCS) 2 years full-time degree designed for working professionals provided by the Department of Psychology, Bangalore main campus, India.

### UNIVERSITY OF DELHI

#### Bachelors of Science (BSc) Applied Physical Science (2009-2012)

Graduated from college Miranda House, North Campus (New Delhi) with a major in Computer science, Physics and Mathematics.

### SYMBIOSIS (SCDL)

#### Post Graduate Diploma in Instructional Design (2013-2014)

## Skills

### USER EXPERIENCE DESIGN

Figma, Sketch, Rapid prototyping, Design systems, Autolayout, Stakeholder interviews, Brainstorming, Process Flows, User Flows, Wireframing, Growth Hacking, Design Thinking, Visual Design, Brand Identity, Strategy, Experimental designs, AB testing, Heatmaps, User Research.

### BEHAVIOURAL SCIENCE

3B Framework, BCOM framework, Quantitative Analysis, User interviews, Behavioural interventions, Heuristics & Cognitive Biases, Online questionnaire generation, Literature reviews, Data analysis, SPSS.

## Certificates

### IRRATIONAL LABS

#### Behavioural Science Interactive Bootcamp (July 2022)

Irrational Labs is the behavioural lab based in San Francisco, California. Completed their one-month interactive cohort which introduced the 3B framework and its application to product design.

### COWRY CONSULTING

#### Cowry Global Summer School Participant (July 2021)

Selected one of 40 participants all over the globe 2021 cohort based in London. Worked with professionals working at the forefront of behavioural design.

## Awards

### BEST CREATIVE AND BEST IDEA

#### IDEA at IIIT-Delhi organised by Stanford GSB

Got two awards among 120 people across India during 6 weeks Entrepreneurial Bootcamp IDEA Innovate Delhi. It provided an opportunity to early-stage startups to hone their business propositions and pitch before angel investors at the end of the program.

*Radhika Dutt*