

Radhika Dutt

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Experienced behavioural product designer with a Master in Behavioral Science and over 7 years of expertise 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.

Experience

PORTER

Product Designer II (March 2022 - August 2023)

Designed incentive program for drivers app from scratch using Behavioural design principles. Also handled the 'Packers and Movers' charter to create end-to-end workflows and high-fidelity prototypes for usability testing and facilitating design reviews with stakeholders. Ran growth-hacking experiments using experimental designs and quantitative analysis to improve key behaviours and metrics.

CARDEKHO

Design Lead (Dec 2020 - Feb 2021)

Solved product and design problems of the organization for growth, conversion, sales, and presented and defended designs and key milestone deliverables to peers and stakeholders. Also created wireframes, storyboards, user flows, process flows, and evaluation of feedback.

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.

RADHIKADUTT.COM

Product UX Design Consultant (Dec 2012-Present)

Worked on 20+ UI UX projects for various startups, managing end-to-end design delivery. Focused on finding gaps in product process, verticals, brainstorming, rapid prototyping, fixing flows, decreasing drop-offs, creating use cases, and translating wireframes into the visual user interface. Also responsible for designing micro-interactions, designing marketing collaterals, and brand image.

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

E-commerce: Yeebo

Fintech & Blockchain: Finomena, Matic Network (Polygon)

Corporate: Reliance JIO

Creative agencies: Brandonama Creatives, Design for Use

Travel: Holidify

Healthcare: DocsApp

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

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.

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.

Radhika Butti