

Radhika Dutt

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ABOUT

Experienced behavioural product designer with a Master's 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.

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

EXPERIENCE

Publicis Sapient, Noida - *Senior Experience Designer*

October 2024 - Feb 2025

Designed end-to-end customer journeys and experiences across multiple touchpoints, ensuring they are ready for production.

Porter, Bangalore - *Product Designer II*

March 2022 - August 2023

Contributed to multiple projects, including A/B testing for the Packers & Movers app, designing an incentive program for the Partner app, Health insurance interface.

Cardexho, Gurgaon - *Design Lead*

Dec 2020 - Feb 2021

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

Holidify Travels, Bangalore - *Product Designer*

Sept 2018 - Sept 2019

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

Radhikadutt.com, New Delhi - *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, Bangalore - *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, Hosur Road main campus, India.

Miranda House, Delhi University, New Delhi - *Bachelors of Science (BSc) Applied Physical Science*

Jun 2009 - Jun 2012

Three years full-time degree with a major in Computer science, Physics and Mathematics.

Symbiosis Center for Distance Learning (SCDL) - *Post Graduate Diploma in Instructional Design*

2013 - 2014

One year full-time degree by distance with a major in Instructional Design.

ACHIEVEMENTS

Irrational Labs - *Behavioural Science Interactive Bootcamp*

July 2022

Completed a 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.

IIIT-Delhi / Stanford University - *6 weeks Entrepreneurial Bootcamp IDEA Innovate Delhi*

2014

Got two awards among 120 people across India: Best Idea and Best Creative.