Radhika Dutt

UI UX Designer

Background & Profile

With masters in Behavioural Science, I design digital products and craft user experiences.

I graduated from Miranda House, Delhi University with a major in computer science. It gives me an extra edge in understanding the development aspect of design.

I am also pursuing PhD in Psychology from Christ University to go deep into the subject to merge psychology concepts into designs.

Notable Skills

Behavioural models
Quantitative research
Data analysis SPSS
Gamification frameworks
User research
Rapid prototyping
Visual design
Remote consulting
Marketing & design collaterals

Career Objectives

Exposure to different work environments, such as corporates, freelance, high-speed agile startup culture inspires me to do challenging work within strict timelines. I am always open to collaboration and explore a role that avails my visual design expertise, UX research methodologies, remote work consultation work, and creative and leadership skills.

Work Experience

DESIGN LEAD
Cardekho.com | Dec 2020 - Feb 2020

Solving product and design problems of the organization for growth, conversion, sales, and presenting and defend designs and key milestone deliverables to peers and stakeholders. Also creating wireframes, storyboards, user flows, process flows, and evaluation of feedback.

DESIGN CONSULTANT
Radhikadutt.com | Feb 2020 - Nov 2020

Advising various startups about brand management, gamification, including behavioural science into products, Worked on Yeebo.app

PRODUCT DESIGN LEAD
Matic Network | Jan 2020 - Feb 2020

Lead the design team of a Blockchain startup, responsible for redesigning the brand.
Behavioural intervention & building gamification frameworks for the fiat money mobile applications similar to Google Pay https://usemoney.app/

PRODUCT DESIGNER
Holidify Travels | 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.

FREELANCER
K2S Consulting | April 2018 - July 2018

Successfully redesigned a newsfeed app remotely from India
Worked on brand guidelines, onboarding, flow and feature requirements by client

SENIOR CREATIVE CONSULTANT
Appster | Feb 2017 - March 2017

Responsible for designing the stock trading mobile app similar to Robinhood integrating it with social profiles.
Worked with a team of five members primarily consulting on the user experience.

FREELANCER
Angels & Blerches | Feb 2017 - July 2017

Designed a habit forming app from the scratch for US client.
Worked on brand, user flows, visuals.

DESIGN CONSULTANT
Docsapp | May 2016 - July 2016

UX specialist for a healthcare startup. Worked on decreasing the UX debts & conducted A/B experiments to increase the app installs & retention.

Hobbies

My favourite books are Thinking Fast & Slow by Daniel Kahneman and Influence by Robert Cialdini.

I also write a blog about design, cognitive sciences, user experience. I follow my fellow designer's work and watch TED talks for new ideas during internet surfing.

I paint on canvas sometimes. I enjoy singing. I love music, shopping and eating out a lot. I have a huge interest in interior design and anthropology.

Tools

Figma, Sketch App for Mac, Photoshop, Illustrator, Zeplin, Crazyegg, Mixpanel, Google Analytics, SPSS, Zotero

Languages

I have a professional fluency in English. I also understands Hindi.

Additional Courses

- Social Psychology (Coursera)
- Neuroeconomics: How the Brain Makes Decisions (Coursera)
- Consumer Neuroscience & Neuromarketing (Coursera)
- Digital Marketing by Google (Ficci & ISB)
- Data Analysis Using Python (Christ University)
- Post Graduate Diploma in Instructional Design (Symbiosis)
- Diploma in Web and Graphic Design, Digital Media Professional (Arena Animation)

Say Hi

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www.radhikadutt.com

PRODUCT DESIGNER
Finomena | Jan 2016 - May 2016

Designed web & android app for fintech startup by Stanford & IITD Alumni. Core team designer for a flexible monthly installments credit platform. Responsible for creating social media presence and app flow.

DESIGN MANAGER (BRAND UI UX)
Reliance Jio | July 2015 - Dec 2015

Worked on Brand aspect of JIO. Took care of UX of their Cloud app in Navi Mumbai with Aakash Ambani.

UX DESIGNER
Design for Use | Investopad | Sept 2014 - Dec 2014

Responsible for creating customer journey mapping, email templates and advice for startups under Design for use design agency and Investopad.

DESIGN INTERN
Brandonama Creatives | Nov 2013 -Dec 2013
Designed graphics and websites for various clients

Akosha | Sept 2013 -Oct 2013
Interned with Akosha/Tapzo which was later acquired by Amazon.

Academic Highlights

CHRIST UNIVERSITY
Ph.D. Scholar in Psychology | 2021-Present

By pursuing a doctorate, I aspire to further go deep into the psychological aspect of the user experience spectrum by merging the domains of behavioural UI UX design and psychology and be a thought leader.

CHRIST UNIVERSITY
M.Sc. Master's Degree in Behavioural Sciences | 2019-2021

Research-oriented and Interdisciplinary Choice Based Credit System (CBCS) 2 years full-time degree designed for working professionals provided by Department of Psychology. 3.65/4 CGPA

UNIVERSITY OF DELHI
B.Sc. Bachelor's in Applied Physical Science | 2009-2012

Graduated from Miranda House, North Campus with major in Computer science, Physics and Mathematics.

Mentions & Awards

Got featured as Featured **100 designers of India** a list curated by www.indianswhodesign.in

Article publication on User Experior blog https://www.userexperior.com/blog/how-behaviour-science-will-pave-the-path-to-better-ux

Awarded as Best Creative among 160 people during one-month Entrepreneurial Bootcamp IDEA at IIIT-Delhi by Stanford

Academic Papers

Intolerance of Uncertainty and Procrastination: Investigating behavioural consequences of the COVID-19

Masters thesis under the supervision of Harishankar Moosath, Assistant Professor at Christ University