Radhika Dutt

UX Designer

Background & Profile

I design experiences backed with knowledge of behavioral psychology. Awarded as Best Creative from Stanford. With a computer science background, I am reinventing in Behavioural Science domain with the help of interdisciplinary master's degree from Christ University.

Notable Skills

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

Reach me here:

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Career Objectives

With a masters in Behavioural Sciences, I aspire to further go deep into the user experience research, merging the two domains and be a thought leader in the design and cognitive psychology. Exposure of different work environments especially fast agile startup culture empathises me to do challenging work within strict timelines. Looking forward to collaborating for a role which avails my expertise of visual design, UX research methodologies, remote work consultation work, creative and leadership skills.

Work Experience

With 6+ years of working in startups, mid-sized companies and for design agencies, I have helped them to grow the brand, redesign, improve UX flows, decrease UX debt and conduct experiments.

DESIGN CONSULTANT

Radhikadutt.com | Feb 2020 - Present

Advising various startups about brand management, gamification, inculcating behavioural science into products

PRODUCT DESIGN LEAD

Matic Network | Jan 2020 - Feb 2020

Lead the design team of 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/
Also designed flow and visual moodboard and collaborating with other two teammates

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

I like to read non-fiction books in my free time. 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. During internet surfing, I follow my fellow designer's work and watch TED talks for the new ideas. I paint on canvas sometimes. I enjoy singing and eating out a lot.

Tools

Sketch App for Mac, Figma, Adobe XD, Photoshop, Illustrator, Invisionapp, Zeplin, Crazyegg, Mixpanel, Google Analytics, Overflow, Mural, Optimal Workshop, Survey Monkey, SPSS

Languages

I have a professional fluency in English. Hindi is my native language and I also understands Punjabi

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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

Internship Experience

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
Master's Degree in Behavioural Sciences | 2020

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

DELHI UNIVERSITY
Bachelor's in Applied Physical Science | 2012

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

Additional Courses

Coursera- Neuroeconomics: How the Brain Makes Decisions
Coursera- Consumer Neuroscience & Neuromarketing
Google- Digital Marketing by Google
Christ University- Data Analysis Using Python
Symbiosis- PG diploma in Instructional Design
Arena Animation- Diploma in Web and Graphic Design

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