

## Radhika Dutt

write.radhikadutt@gmail.com

Portfolio website link [www.radhikadutt.com](http://www.radhikadutt.com)

Latest work link [here](#)

Experienced product designer with a Master's in Behavioural 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.

### 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.

#### **Cardekho**, 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*

Patent355 (US), Irrational Labs (US), Yeebo (Delhi-based startup), Finomena (startup), Reliance JIO (worked on JIO cloud app), Brandonama Creatives (agency), Design for Use (agency), Appster (agency), Angel & Blerches (individual project), Akosha, Instafeed, Cucu app, Stayglad, ListUp, Investopad.

### 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.

**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.