



# Rakesh Sridharan

Senior Product Designer

A product designer with a relentless passion to connect people with powerful experiences that simplify their world

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## Experience



### Gupshup – Senior Product (UX/UI) Designer

Mar 2023 – Feb 2025

- Collaborated with engineers and product managers to develop and implement a design system, ensuring consistency across five Gupshup products, reducing design inconsistencies by 40%, and enhancing developer handoff efficiency by 20%.
- Conducted in-depth user research and competitive analysis to identify product challenges and uncover opportunities for innovation.
- Organized usability tests, analyzed user feedback, and implemented user-focused solutions to enhance product usability and drive user satisfaction.
- Led UX research across various products, pinpointing areas for feature enhancements and performance improvements.



### Gupshup – UX Consultant

Sep 2022 – Mar 2023

- Worked closely with engineering and product teams to deliver 10+ major features, improving time-to-market by 15%.



### Amtex – Mid level UX Designer

May 2022 – Sep 2022

- Redesigned IA of patient booking flow and reduced 20% churn in the Hospital management product.



### Active.ai – CX Designer

May 2019 – May 2022

Clients:

- Redesigned the navigation and information architecture of Active ai BFSI Products leading to a 30% increase in User onboarding
- Building the design system for Morfeus, Trinita, and One (Internal products of the company) which are used for developing conversational AI.
- Conducting stakeholder interviews for the company's internal products.



### Rillusion Design Studio – UX/UI Designer

May 2018 – May 2019

- Align business goals with user needs, ensuring a balance between stakeholder objectives and user satisfaction.
- Conduct competitor analysis and user research to inform design decisions and enhance product usability.
- Led the end-to-end design process by understanding client requirements, performing user research, and developing empathy maps and user personas.

## Skills

### Hard Skills

User & Field Research | Design Thinking | Human- Centered Design | Heuristic Evaluation Benchmarking | User Experience Design | Product Design | System & Strategy Design | Design System | UX Storytelling | Journey & Affinity Mapping | Prototyping & Wireframing | Usability Testing | HTML, CSS, JS (Advanced)

### Soft Skills

Problem-solving, Verbal Communication, Team Management, Leadership & Ownership, Collaboration, Adaptability, Critical Thinking, Attention to Detail.

## Softwares



## Certification

### Master Digital Product Design: UX Research & UI Design

By - Udemy

### Interaction Design For Usability

By IxDF (Interaction Design Foundation)

### Design Thinking

By IxDF (Interaction Design Foundation)

### Become A UX Designer From Scratch

By IxDF (Interaction Design Foundation)

### Human Computer Interaction (HCI)

By IxDF (Interaction Design Foundation)

### UX Fundamentals

By IxDF (Interaction Design Foundation)

## Education

### Bachelor Of Technology

Dr. SJS Pauls memorial college of engg & tech  
2011 - 2015 | CGPA: 7.63/10

### Higher Secondary Education

Vivekanandha higher secondary school  
2009 - 2011 | Percentage: 80.5