

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

gupshup 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



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













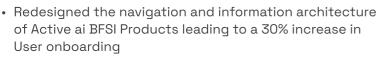












- · Building the design system for Morfeus, Triniti, and One (Internal products of the company) which are used for developing conversational Al.
- · Conducting stakeholder interviews for the company's internal products.



Rillusion Design Studio - UX/UI Designer

rillusion 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