UX STRATEGIST

Hello, I'm
Rishabh Bohra

I turn e-commerce website into an **"EXPERIENCE"** with the help of Data, UI/UX and Ideas. I believe user experience plays a very vital role in building any ecommerce brand.

Experience

USER EXPERIENCE STRATEGIST

Candere by Kalyan Jewellers, Mumbai

This role includes strategizing the overall user experience of the website which ultimately contributed to the Conversion Rate %. Also handled projects like DGRP, DigiGold, Kalyan GOC, Kalyan Website, Gold Scheme, Candere Design System (Figma). Apart from this I also worked on Payment Experience + Tech Integrations + Marketing/Branding Strategies with the team.

2019 - CURRENT

USER EXPERIENCE DESIGNER

Candere by Kalyan Jewellers, Mumbai

This role includes introducing UI/UX team to the organization. Creating Low fidelity wireframe for UI Designers/Stakeholders & reporting of existing assets.

2018 - 2019

DIGITAL MARKETING EXECUTIVE

Candere by Kalyan Jewellers, Mumbai

This role includes introduction to various Digital Maketing verticals including Affiliate Marketing, Handling Marketing Automation, SEO (Create backlinks for the website), Google Analytics.

2017 - 2018

EDUCATION

2019
User Experience & Design Thinking , IxDF (Denmark)

2016
Bachelors of Management Studies, Mumbai University

SKILLS

Wireframing
User Journey
Data Driven Design
Visual Designing
User Research
Story Telling

EXPERTISE

Multi Tasker
Quick Learner
Proactive
Creative
Problem Solver

CONTACT

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Certification

2021

- Google Tag Manager Fundamentals
- Figma for UX (LinkedIn)
- Conducting Usability Testing (IxDF)
- Introduction to Data Stuido (Google)
- Analytics Individual Qualification (Google)
- Data-Driven Design: Quantitative Research for UX (IxDF)
- UX Design: 6 Paper Prototyping (LinkedIn)

2020

- User Experience: The Beginner's Guide (IxDF)
- Fundamentals of Digital marketing (Google Digital Unlocked)
- HTML Fundamentals (Solo Learn)
- Design Thinking: The Beginner's Guide(IxDF)

2017-18

- Google Analytics for Beginners
- Advanced Google Analytics

LANGUAGE

- Hindi
  Working proficiency

- English
  Working proficiency

- Gujarati
  Native proficiency

- Marwadi
  Native proficiency

THANK YOU FOR READING!