

Rakshit Keswani

Product Designer

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Internship Experience

Product Design Intern

OLX Group (Nov 2019 - Jan 2020)

Worked towards creating an Assisted user interface for the Next Billion Users.

Did Contextual inquiry with 11 of such users to understand their lifestyle and digital touchpoints.

Conducted brainstorming sessions with the entire team to generate combined ideas.

Built a fully functional prototype with Audio interactions and tested out with the users.

User Experience Design Intern

Furlenco (May 2019 - Jul 2019)

Worked on project to communicating design story behind Furlenco's signature products and create value for the users.

Creating tags like Most popular, Only a few left, Newly launched for Product Listing page (PLP)

UX audit of Furlenco's App, website and mobile web according to Garrett's model to help create a roadmap for next quarter

Ideating on micro-interactions for the product description page.

Campus Engagements

Product Designer

Design Studio, IIT Roorkee (April 2018 - Present)

Collaborated with many designers, developers, and other groups and assisted in the development of ideas.

Worked with a team of designers solving problems daily life problems around the campus.

Design Head

Tinkering Lab, IIT Roorkee (Jan 2018 - Present)

Working on the design of digital as well as hardware products being developed in the lab and acting as a liaison between the IITR community and the lab officials

Managing and conducting various events to spread the idea of tinkering and innovation around the college. the IITR community and the lab officials

Skills

User Interview

User Research

Information Architecture

Wireframing

Rapid prototyping

UI Design

Interaction Design

Tools

Adobe Photoshop

Adobe Premiere Pro

Sketch

Adobe XD

Figma

Principle

Adobe After Effects

ProtoPie

Invision

XMind

Education

B.Tech, Materials Engg.

Indian Institute of Technology Roorkee
(Aug 2017 - May 2021)

Marketing Research (Additional Course)

Indian Institute of Technology Roorkee
(Jul 2019 - Present)