

# Rakshit Keswani

Product Designer

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## Internship Experience

### 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 roadmap for next quarter

Ideated on micro-interactions for product description page.

### Product Design Intern

MADLAB ( May 2019 - Jul 2019 )

Learned about the design process and consumer-centric design

Did field research to understand different systems of food counters in cinemas to improve the experience.

Researched on movie ticket booking experience for a company client, audited the current products and redesigned the experience of the same.

## 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 Illustrator

Sketch

Adobe XD

Figma

Principle

Adobe After Effects

Marvel

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 )