

Shruti Unnikrishnan

Senior Product designer

Location: Bangalore

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EXPERIENCE

Rapido, Bangalore — Senior product designer

2022 - PRESENT

Redesigned Rapido Captain Payments experience :

- Reduced customer complaint calls by 10.2% (from 17.5% to 7.3%) within 3 months by designing end-to-end Figma prototypes, informed by self-initiated user research and usability testing.
- Collaborated closely with product managers, engineers, and stakeholders to ensure seamless handoff and successful pan-India implementation.

Order Display System redesign for Rapido Captain App:

- Led the design of UI, UX, interactions, and framework for the order display system, resulting in a 26% increase in order acceptance and reduced ride cancellations by drivers
- Focused on user-centered design principles and accessibility, tailored to the Indian user base
- Conducted competitor analysis, 50+ user interviews, and A/B testing to iterate and refine the design based on qualitative and quantitative data.

Designed User Preference Products:

- Led end-to-end design of user journeys through field and guerilla research methods, improving Go to Area and Work Zone features.
- Designed high-fidelity prototypes, resulting in an 88% funnel conversion rate.
- Boosted user engagement with the Rapido Captain app, increasing monthly usage among 700,000+ users (24% of the total user base) across India.

Leadership at Rapido:

- Led recruitment and onboarding of 3 design interns and successfully guided them to design the Rapido Cab Fleet Manager app.
- Managed interns' design process, ensuring alignment with project goals and stakeholder expectations throughout.

Perfetti Van Melle, Bangalore — Graphic designer (contract)

2020 - 2021

- Designed a graphics style guide for social media and internal communication channels, resulting in an increase in brand consistency across platforms.
- Collaborated with marketing teams to ensure cohesive and effective design implementation.

INTERNSHIPS

Tekion Corp— 6 months

Designed user interfaces for mobile, tab, and desktop views of the digital retail service system (DRS) for automobile retail giants like Hyundai, Hummer EV

BigBazaar— 4 months

UI, interaction design, prototyping, branding, and packaging designs for the Big Bazaar app.

SKILLS

Design: Strategy and vision presentation · User flows · Wireframes and prototyping with Figma/framer/Wix · Design thinking · Illustrations · Storyboarding · Scalable designs for mobile, desktop and tab

Research: User stories · Use cases · Task flows analysis · Journey mapping · Competitive Analysis · Heuristic Evaluation · Persona generation and evaluation · Usability Evaluation · User testing

Prototyping: Rapid prototyping using Figma, Interaction design and transitions with Figma, After Effects, Lottie Files

Collaboration: Fast-paced perfectionist · Self Starter · Flexible · Communicative · Leadership · Product management · Technical understanding

Social media marketing- Increasing the follower count of the Rapido Captain app from 2k to 8k followers.

EDUCATION

National Institute of Design, *M.Des in Universal design*

2019 - 2023

National Institute of Fashion Technology, *B.Des Accessory design*

2015 - 2019