Dhrumil Kherde - Product Designer

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EXPERIENCE

Duggup – Bangalore (Remote)
Founding Product Designer   *Feb 2023 – Jan 2024*
- Led the design of Duggup web and mobile app, optimising project timelines by managing a team of developers alongside the product owner. Created branding assets including logo, marketing graphics, and OG images.
- Launched version 1.0 of the product within 5 months of initiation and gained over 2000 users in the first week.
- Established a design system to maintain design parity between web and mobile, leading to 50% less time in testing and redesigning the mobile version.
- Tested the app, did A/B testing alongside the developers, designed and launched new features bi-weekly.

Consult Anubhav – Vadodara
UX Designer   *June 2022 – June 2023*
- Led end-to-end design for Draftsy, a fantasy sports app for BREN LLC resulting in a 20% increase in engagement.
- Managed deliverables and robust design system effectively alongside the developers.
- Conducted A/B tests for product features and design variations, and field study to refine user experience.
- Contributed to a diverse range of design projects, including interfaces for a food delivery service, logistics and shipment systems, and an internal survey tool while leading a team of 3 designers.

Healthplix Technologies – Bangalore (Remote)
UX Design Intern   *Apr 2022 – June 2022*
- Collaborated with a team of 4 designers to streamline design processes and improve creative synergy, resulting in faster design completion and higher quality simultaneously.
- Worked on the Healthplix design system, created 26 new components and multiple variants to the system.
- Designed admin panels and on site marketing campaign interface for internal teams, resulting in a remarkable 33% reduction in total turnaround time for releasing a new on site campaign.

Freelance – Vadodara (Remote)
Freelancer   *Mar 2021 – May 2022*
- Conceptualised the landing page and dashboard for Baroda Public School's Learning Management System (LMS), optimising user experience and functionality, leading to a 35% boost in student interaction and a 20% increase in course completion rates.
- Led the design process to establish a brand identity for a client, resulting in 350% growth within 2-months.
- Developed diverse user flows tailored to the requirements of multiple clients, optimising usability and satisfaction, resulting in better user experience across 75% of the projects.
- Made logos, marketing posters, and carousels to enhance brand visibility and engagement.

EDUCATION

SVIT (Gujarat Technical University) – Vasad, Gujarat   *May 2022*
Bachelor of Engineering, Mechanical Engineering; CGPA: 7.66

LEADERSHIP and ACHIEVEMENT

Prakarsh - Vasad, Gujarat
Head of Web and Graphics Team   *Dec 2019 – Mar 2021*
- Led web and graphics team at Prakarsh 2020, gaining valuable experience in team management and leadership. Produced first logo, posters, animation, web design and marketing materials.

Top 50 Rising Designers - Upraised, Embark   *Oct 2021*
- Ranked in the top 50 rising designers among 455,534 students from 20,000+ colleges in Embark 2021, securing a paid internship, enhanced proficiency in design thinking, teamwork, and the design process.

ADDITIONAL

Technical Skills: Design System, User Experience Design, User Interface Design, Research, User testing, Wireframing, Prototyping, Visual Design, Interaction Design, Information Architecture, User Flows and No-code Development
Tools and Softwares: Figma, Framer, Webflow, Miro, Notion, Balsamiq, Lottie, Linear
Languages: English, Hindi, Gujarati, Marathi
Certifications: UX Design Foundations - Uxcel, Color Psychology - Uxcel