

# Janardhan Massar

## Experience



### Founder – DesignDock

Jan 2023 — Present • Bengaluru

- Founded India's only design agency specialised in designing apps for Shopify devs on the [Shopify app store](#).
- Leading a team of 8 designers for various projects across the disciplines of Service design, Branding design, UX design, UI design, Workshopping for various clients.



### Senior product designer – Dezerv

Nov 2022 — Jan 2023 • Bengaluru

- Designed dezerv's wealth portfolio review product which resulted in missed gains of +Rs.420 Cr
- Contributed to the formation of preliminary design kit UI for faster shipping of future products
- Designed quick experiments along with the product manager for validating product initiatives before doubling down on product initiatives.



### Founding product designer – Coral *(previously Artos)*

Jul 2021 — Feb 2022 • London

- Helped set and contribute to product strategy for growth and acquisition of new merchants to ship individual experimental product features.
- Designed the product from 0-1 resulting in weekly orders averaging ~£1500 per week.
- Designed multiple MVPs for product market fit in collaboration with sales, marketing and key stakeholders.



### Product Designer – Hoist *(previously Mainstreet)*

Feb 2021 – Jun 2021 • Los Angeles, CA

- Led design of Hoist's design system leading to quicker shipping of UX improvements and features.
- Designed frameworks of how cross-collaboration happens between engineering and design.
- Designed a budgeting tool where businesses can seamlessly dedicate a budget for acquiring marketing leads.



### Product Designer – Unacademy

Jun 2019 — Dec 2020 • Bengaluru

- Lead design for revamping mobile payments which directly resulted in a jump in revenue growth from a weekly growth of 6-7%.
- Designed a new growth acquisition channel for the product which resulted in a jump in subscription numbers of 2-3%.
- Lead designer for revamping test series and results which directly resulted in increasing the average engagement on the platform from 50 to ~90 mins per day.



### UX designer – Lollypop Design Studio

May 2018 — May 2019 • Bengaluru

- Gathering product requirements through multiple workshops with stakeholders
- Designing solutions in the form of user flow, information architecture, wireframes, prototypes and iterating on usability testing and client feedback
- Designed various products across different industries from Med-tech, Fin-tech, Ed-Tech, etc

## Portfolio & Contact

### Portfolio

(+44) 7776623261 London

(+91) 8105086607 Bengaluru

janardhanmassar@gmail.com

## Education

M.Sc HCI • 2021-2022

City University of London

B.Arch • 2012-2017

Manipal School of Architecture and Planning

## Skills

Interaction Design  
Visual Design  
Product thinking  
Rapid Prototyping  
UX Testing and Research  
Product Strategy  
Design systems  
O-1 products  
Accessible design (WCAG)  
Storytelling

## Tools

Figma / Sketch  
Protopie / Principle / Invision  
Adobe Creative Suite /  
HTML / CSS / Javascript