

Surbhi Rani

Product Designer

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Professional Summary

Product Designer with **5+** years of experience across **Fintech, Healthcare and Gaming**. Skilled in **UX design, interaction design, Prototyping and data-driven decision making**. Strong focus on simplifying complex workflows, improving usability, and driving user engagement. Experienced in delivering **end-to-end product design**, collaborating with cross-functional teams, and building scalable, user-centered solutions.

Career Journey

Product Designer II

Fyers Securities Pvt. Ltd, Bengaluru, India

November 2024 – March 2026

- Led end-to-end design of **Quick Trade from Charts**, reducing friction in high-frequency trading workflows and improving execution speed-driving a **15%** increase in adoption post-launch while supporting **~67K** daily orders and **~50K** executed trades.
- Designed and delivered a customizable **Web Trading Terminal**, consolidating **20+** critical data modules into a single drag-and-drop interface-eliminating multi-page navigation, improving data visibility at a glance, and enhancing decision-making speed for traders.
- Designed intuitive **Basket Order** workflows, reducing complexity in multi-order execution and enhancing overall trading efficiency.
- Collaborated closely with product managers, developers, and stakeholders to deliver **scalable, production-ready solutions** aligned with business goals.
- Improved design iteration speed by **30–40% using** AI-assisted workflows.
- Contributed to strengthening **design consistency and system thinking** across trading platforms.

UX Designer

CodeCraft Technologies, Bengaluru, India

August 2021 - October 2024

- Designed end-to-end user experiences for **healthcare platforms**, simplifying complex workflows such as patient data management and improving usability for critical user journeys.
- Created intuitive interfaces for **gaming platforms**, focusing on engagement, interaction design, and seamless user flows to enhance user retention.
- Conducted usability testing and incorporated insights to **optimize user experience and interaction flows** across multiple products.
- Developed wireframes, prototypes, and high-fidelity designs, ensuring smooth hand-off and **accurate implementation with development teams**.
- Worked in agile environments, collaborating with cross-functional teams to **ship user-centered solutions at scale**.

Graphic Design Intern

Schbang, Delhi, India

Jan 2021 - Apr 2021

Designed high-impact social media creatives for **recognized brands**, aligning visual output with defined marketing objectives and worked with cross-functional marketing and design teams to deliver consistent, effective brand communication across digital platforms.

Graphic Design Intern

Unacademy, Bengaluru, India

Oct 2020 - Dec 2020

Designed print and digital creatives—including social media assets, banners, and learning materials - for educators and students, ensuring clarity, engagement, and alignment with communication objectives.

Academics

Bachelor in Design (Fashion Communication)

National Institute of Fashion Technology (NIFT), Patna, India

2017-2021

Certifications

- Google UX Design Professional Certificate
- IxDF Course Certificate: Accessibility in Practice

Skills

- Intuitive UX & Product Experience Design
- User-Centered Design & Problem Solving
- AI-Assisted Design Workflows
- Generative AI for Design Exploration
- Interaction Design & Engagement Optimization
- Rapid Prototyping & Iterative Design
- Usability Testing & Insight Translation
- Data-Driven Design Decision Making
- Visual Thinking & Design Storytelling
- Scalable & Production-Ready Design Solutions
- Emotional Design & User Engagement
- Business-Oriented Product Design

Tools

- Figma
- Adobe XD
- Adobe Illustrator
- Adobe Photoshop
- Indesign