Venus Malik

Product Designer — digital products, connected hardware & live experiences

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Summary

Product designer with 5+ years designing across app, vehicle dashboard, wearables and physical space. At Ather: Stack 6 at 90%+ adoption, app redesign +15% retention, trip planner usage 24% to 39%. Now designing live athlete experiences at Main Mission.

Experience

Head of Experiences, Main Mission — Jul 2026 – Present · Bengaluru

- Converted sponsor Licious into a retainer client and made Padel Slam a monthly series by designing a 100-player tournament with a supper-on-court concept (Sep 2026).
- Staged brand experiences for H&M (yoga for 50 influencers, Jun 2026) and Main Mission's rebrand launch (45 wellness-brand leads, Aug 2026).

Design & Innovation Consultant, Deloitte USI — Jul 2025 – Feb 2026 · Bengaluru

- Turned leadership-behaviour research into design principles and training for Deloitte leaders; co-created a unified internal visual identity.

Product Designer, Ather Energy — Aug 2022 – Jul 2025 · Bengaluru

- Drove 90%+ attach rate and INR 12–14K revenue per scooter by conceptualising Ather Pro Pack across app, dashboard, charger and helmet (Ather Stack 6).
- Grew retention 15% and users 31% in 6 months by leading the Ather app redesign; won Kyoorius Blue Elephant and India's Best UX Design awards.
- Lifted trip planner monthly usage from 24% to 39% by simplifying charging and route decisions; presented it on stage at Community Day 2024.
- Designed the Ather Stack experience zone at Community Day 2024 for 3,000+ riders and media.
- Pitched Magical Onboarding, a zero-effort delivery and setup journey (prototype).

Product Designer, Oye Rickshaw — Jan 2021 – Jul 2022

- Cut on-ground staff 70% with a battery-swap app for 4,000 low-literacy e-rickshaw drivers; built its design system.

Education

M.Des, User Experience Design, NIFT New Delhi — First distinction — 2021

B.E., Computer Science, VTU Belagavi — 2017

Short course, Visual Research, Central Saint Martins, London — 2024

Skills

Product & interaction design · Cross-device systems · UX research · UI & visual design · Design systems · Experience & spatial design · Figma · Prototyping · AI prototyping with Claude