

# Disha Rajput

Experienced product designer with a focus on creating optimal and accessible digital user experiences.

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## RELEVANT EXPERIENCE

### Bizcrum Infotect (Bijnis)

Product designer | Oct 2022 - Current

- Spearheaded product development initiatives, focusing on design, usability, functionality, and branding.
- Led efforts to identify new opportunities, enhance products and business strategies, and deliver superior user experiences through innovative solutions.
- Worked on CRM and e-commerce applications, conducting thorough qualitative and quantitative research.
- Conducted usability testing and user acceptance testing.
- Utilized tools such as Figma, CleaverTap, Jira, Clarity, and Google Meet.

### Uplers

UX/UI designer | April 2021 - Oct 2022

- Designed visually appealing websites, product dashboards, landing pages, and digital marketing materials. Conducted extensive UX/UI case studies for international clients, managed project designs and prototyping.
- Created emailers, newsletters, banners, and review notes.
- Collaborated with over 10 clients across various domains.
- Utilized tools such as Figma, Adobe XD, Illustrator, Clarity, and Google Meet.

### Whitehat Jr

Curriculum Director | Dec 2019 - March 2021

- Oversaw a team of mentors, developed educational content, and designed training programs. Improved student learning experiences through innovative curriculum design.
- Used CodePen, HTML, CSS, Zoom, Excel

### BYJU's

Operation Associate | July 2019 - Dec 2019

- Tracked customer EMI data to ensure accurate and efficient management of financial transactions.
- Collected and analyzed EMI and order data to contribute to informed decision-making and strategic planning.

## CERTIFICATE

[IxDF - Visual Design Course](#) ↗

## SKILLS

### Product Design

Product design process, concept checklist, branding, user testing/research, usability testing, and user acceptance testing (UAT).

### UX/UI Design

Mobile and desktop design, design systems, prototyping, wireframing, low- to high-fidelity designs, information architecture, and user flow/site flow.

### Additional

Basic HTML/CSS, product documentation, and product management.

## SELECTED PROJECTS

### [RM App](#) ↗

A CRM app for Bijnis sales personnel to track performance and manage their assigned leads and orders.

### [Bijnis App](#) ↗

A B2B platform connecting factories and retailers, optimizing the sourcing process for fast-selling apparel and footwear collections.

## EDUCATION

### Lovely Professional University

Bachelor of Technology

Computer Science & Engineering Hons | 2016-2020

### Designboat

Profession UX/UI | Apr 2020 - Sep 2020

## TOOLS

Figma, XD, Web flow, Miro, Notion, CleaverTap, Jira

## INTERESTS

Dancing, Talking, Research and Interviews, Events, Acting.