



PRODUCT
DESIGNER



HI, I AM
ABHISHEK UMRAO

I believe in minimal, intuitive and effective design

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EXPERIENCE

Dec '19 - Aug '20 **Bayzat** · Dubai, UAE · Senior Product Designer

- Designed the end to end customer experience for term life insurance which is being launched across UAE estimated to bring \$1.2 million annual GMV
- Led the customer research, usability testing and stakeholder interviews to build the experience for life insurance product.
- Collaborated with Product Manager for defining the vision, goals and OKRs for the insurance squad.
- Led the conceptualization and implementation of the new design system across the complete mobile app.

Dec '17 - Nov '19 **MindTickle** · Pune, India · Senior Product Designer

- Working with Product Managers to create workflows, wireframes and high fidelity production-ready designs.
- Created and implemented the Style Guide for the revamp of MindTickle design language.
- Shipped out 12 major features in User Management, Analytics and Content Delivery for MindTickle in the first year. Highlights of a few of them are below:
 - Designed a tool for Automation of Rules to manage users, where admins can create rules to automate the assignment of content and addition/removal learners from groups. This was game-changing for big accounts, who had to manage thousands of daily users manually and keeping a track was hectic.
 - Created a self-service report creation tool which enabled admins of major clients such as Indigo, App Dynamics and Thousand Eyes to create, share and schedule analytical reports. This tool had a high adoption rate of over 90% with the end-users and helped secure contract renewal of these accounts which amounted to a total of ~\$350k.
 - Won a major deal with Schlumberger on the back of designing and delivering a challenging requirement (Spaced Learning module) within a month.
- Initiated knowledge sharing sessions on Cognitive biases and UX Analytics. It helped the team in improving the internal feedback process and improve the shipped product by measuring the impact of their designs.
- Consistently recognised as an exceptional performer and awarded with the benefits in the annual review.

Apr '17 - Dec '17 **IBM** · Bengaluru, India · Senior Application Consultant - UX Designer

- Designed and delivered an end to end solution for improving the new-hire onboarding experience. The 2-week project was recognized by HR Director (GBS), VP (GTS) and Global Onboarding Delivery Leader.
- Worked on redesigning internal IBM products for better user experience.

Aug '16 - Feb '17 **Mercedes-Benz R&D India** · Bengaluru, India · Automotive UX Design Intern

- Graduation Project on assessing the usability & intuitiveness and identifying areas of improvement in the existing signifiers within the E-Class environment.

Jan '15 - Jun '16 **Courtside** · Bengaluru, India · Co-founder - Product/Branding/Marketing

- Conceptualised the MVP customer product by conducting extensive user-research through focus groups, interviews and recording user journeys of booking grounds and managing games.
- Designed and overlooked the development of the product after closed-group user testing the web prototype.

- The customer appreciated the ease of use, smooth flow, intuitiveness of the app. The average score on the Play store was 4.8 with over a 1000 installs in a month.
- Designed business web App, actively used by over 100 of our onboard sports venue partners for tracking online booking, managing walk-ins with a dashboard view of free and booked slots, revenue ledgers and SMS integration.
- Courtside was among the 9 startups funded by NUMA Bangalore, generating a total revenue of over \$85000 in a year.

Jun '13 - May '14 **Amadeus Software Labs India** · Bengaluru, India · Software Engineer L1 - UI Developer

- Front-end development & maintenance of web-based app for AirCanada team at Amadeus.

Jun '12 - May '13 **Flipkart India Pvt Ltd** · Bengaluru, India · Management Trainee

- Track email performances and designed email templates to improve open rate, click-through and conversion from email marketing as a channel.

EDUCATION

May '14 - Feb '17 **National Institute of Design, R&D Campus, Bangalore**

Masters in Design in Interaction Design

Aug '08 - Apr '12 **Indian Institute of Technology Gandhinagar**

Bachelor of Technology in Chemical Engineering

EXPERTISE

Design User Experience Design · Interaction Design · Visual Design · User Research · UX Analytics · Illustration · Sketching

Tools Figma · Sketch · Moqups · InVision · Adobe Illustrator · Photoshop · Marvel · Principle · After effects

RECOGNITION

Nov '19 **Article republished by Modus (by Medium) & UX Mag**

- Article titled "6 Ways Psychology Affects Your Design Work" talks about cognitive biases that can easily sneak into your design work, especially if you work on a team.

Jun '17 **IBM Design Thinking Practitioner Badge**

- Completed the criteria associated with earning a digital credential from the IBM Open Badge Program.

Apr '16 **NUMA Paris Acceleration Programme - Winner**

- Courtside was among the 9 startups funded by NUMA Bangalore, there were >300 applications from startups across India.