



# Ramneek W

Product Designer & Design Strategist • Pittsburgh

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I am an Innovator who loves creating joyful, accessible and intuitive experiences to combat chaos and confusion. Skilled in providing practical solutions using data-driven approaches to enhance user engagement. Currently studying **Product Innovation and Business Strategy at Carnegie Mellon**. I like creating micro-interactions in digital spaces coupled with constant experimentation on visual design principles.

## Work Experience

### **Bajaj Finserv Health** • Jan 2021 – Jul 2022

UX Design lead (6 months) B2B2C – Drx

UX Designer (1 yr) B2C – Hrx

- Led end-to-end design revamp of the homepage for both Drx and Hrx side (medical apps) from brainstorming to launch using data analytics and active collaboration with researchers, project managers, sales and technical team.
- Drove growth in acquisition rates and membership signup of doctors on the platform by 30% and patients by 45%.
- Independently implemented customized homepage and onboarding frameworks for corporate clients to improve plan utilization rates, user experience, and customer satisfaction.
- Designed a result-driven product transaction journey, leading to a 10X Increase in sales within 6 months.
- Singlehandedly, prototyped and executed a new feature 'Health coin' that boosted customer retention by 5x and reduced churn rate significantly. Conducted A/B testing and gathered user feedback to iterate designs.
- Led Rapid Idea generation, mood boarding, and multiple explorations for every project

### **GetMega Gaming** • Aug 2020 – Jan 2021

UI/UX Designer

- Spearheaded optimization of web & mobile site design for improved search engine visibility and increased organic traffic by 23%.
- Led the development of the User Experience for both the mobile platform and website, resulting in a 25% increase in user engagement, 15% increase in retention rates.
- Executed actionable strategies to attract whales – high-value users, resulting in a 3X increase in revenue.
- Utilized human-centric design principles to enhance user engagement and entertainment, resulting in a 22% increase in time spent on our platform. Leveraged data-driven insights to optimize the user journey.
- Assisted and shadowed senior design partner in cross-functional collaboration with engineers and project managers

### **Elephant Design Studio** • Feb 2019 – Sep 2019

Product Design Intern – Smart AI Radio/Companion

- Experimented with an AI-powered smart companion catering to emotional needs of urban elderly, keeping human factors in mind.
- Adopted a data-driven analytical approach to the project by leveraging the '**Lean Research Method**', which facilitated real-time validation of the hypothesis through data collection, feedback, design review and user behavior analysis.

## Education

### **Carnegie Mellon University** • Jul 2022 – Dec 2023

Masters in Integration and innovation of products and services, Human Computer Interaction (HCI)

### **Harvard Business School Online** • Feb 2022 – May 2022

Design thinking and Innovation

### **National Institute Of Design, Ahmedabad** • Jul 2015 – Dec 2020

Bachelor in Product Design

## Methods/Tools

User Research, Ideation, Storyboarding, Business Strategy, Interviews, User Interface, User Flow, User Behavior, User Feedback, Insight Analysis, Brainstorming, Wireframing, Low & High Fidelity Prototypes, Usability Testing, Information Architecture, Heuristic Evaluation, Great Communication, Visualizing Information, Infographics, Rapid Prototyping, Service Blueprint, Visual Design Principles

## Softwares

Figma, Sketch, Adobe XD, Jira, Invision, SurveyMonkey, Adobe Photoshop, Invision, Protopie, Sketching, Adobe Indesign, Adobe Fuse CC, Maze, Miro, Notion, Mural, Adobe Illustrator, HTML & CSS Basics, Arduino, Microsoft 365

## Certifications/Awards

- Google UX Design Professional Certificate, 2023
- National UX Design Hackathon Winner 2021, India