Upasana Joshi Rajput
CUA | Lead Product Designer

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I am a **Product Design Manager** driven towards implementing UX as my USP (Unique Selling Point) for my clients. I am responsible for coming up with new UI designs that help understand user behaviors, motivations, and pain points. I translate analytical insights into design concepts and omni channel UX strategies that can be implemented at a business level. My strength is to build design teams, collaborate with stakeholder to design solutions and get them executed. I am passionate about implementing **Design Thinking Strategies** that drive business success and enhance the user experience.

Experience

Manager Product Design & Digital Product – OZiva
July 2020 - Present

- Design user-centered solutions by understanding business goals, user journeys, and feedback, leveraging customer insights and research findings.
- Rapidly create and iterate on user flows, wireframes, prototypes, and mockups across web, desktop, and mobile platforms.
- Collaborate with PMs and Engineering to define scope and deliver minimum lovable experiences, continually improving based on user feedback.
- Communicate design strategies across all levels of the organization, running design workshops and presenting innovative, user-centered solutions.
- Advocate for user-centered design, sharing work transparently and inclusively, while integrating feedback from diverse stakeholders to refine and optimize the design process.

Design Head – Konnections India
Oct 2017 - June 2020

- Design Craftsmanship & Systems: Deliver precise visual and interaction design, considering system-wide impacts and edge cases. Own and simplify design systems, ensuring consistent and intentional prototypes that influence SaaS software company serving B2B customers.
- Collaboration & Leadership: Influence team processes, manage stakeholder communication, and mentor team members. Lead by example in effective communication, process expertise, and embodying company values, contributing to team culture and quality control.

Sr. Software Engineer – Zycus Infotech Ltd
June 2014 - March 2017

- Worked on HTML, CSS, JavaScript, Java, SQL and understanding of framework like React for a Procurement AI Powered SaaS Company.

Notable Work

Improved cart to checkout journey by 40%

- Spearheaded development and implementation of features that significantly boosted cart-to-checkout conversions.
- Enhanced business outcomes and user experience by leveraging user data from digital experience analytic tools, heatmaps, scroll maps, and user recordings.
- Optimized resource use to minimize user journey disruptions: Conducted A/B testing and single-page pilots for high-impact or potentially disruptive changes.
- Achieved a 40% increase in conversion rates through successful hypotheses and valuable insights from less successful attempts.

Product discovery to reduce customer calls by 97%

- Implemented card sorting method and user observation to refine information architecture, components and patterns iteratively.
- Achieved a significant reduction, approximately 97%, in support calls and tickets related to product discovery issues.
- Led UX/Design teams in end-to-end design process, by strategically implementing user flow diagrams, journey mapping, wireframing, prototyping, usability testing, and high-fidelity visuals to achieve human-centered design solutions.

Web & Mobile design guidelines

- Established and maintained best practices for web and mobile applications focused on brand awareness and accessibility; the initiative resulted in a 25% increase in customer satisfaction scores within three months.
- Leveraged insights from Google Material Design & Apple Human Interface Guidelines (HIG) for Android and iOS, to inform decisions and improve design practices.

Improved Product Discovery: 36% Conversion Increase, 23% AOV Growth

- Designed user-friendly wireframes, collaborating to enhance UX and boost conversions by 36%.
- Defined project objectives, breaking down requirements to boost AOV by 23%.

Key Skills

- Wireframes & prototyping ★★★★★
- UI design ★★★★★
- Storyboarding & IA ★★★★★
- User persona & User flow ★★★★★
- Responsive design, HTML/CSS ★★★★★
- User research, usability testing ★★★★★
- Data analysis & its interpretation ★★★★☆
- User centric design thinking ★★★★★

Software

Figma • Adobe XD • Photoshop • JIRA
PowerBI • Illustrator • MoEngage • JavaScript
Google Analytics • Shopify • Zendesk

Soft Skills

Empathy • Teamwork • Perspective • Creativity
Time management • Communication • Curiosity
Collaboration • Adaptability • Continues learning
Holistic thinking • Growth Mindset • Persuasive

Education

Bachelor Of Engineering – IT
Atharva College of Engineering - 2014

Diploma in Computer Science
Maharashtra State Board - 2011

Certifications

HFI – Certified User Experience Analyst (CXA)
Human Factors International - July (Ongoing)

HFI – Certified Usability Analyst (CUA)
Human Factors International - 2021

Certification of UX/UI
DesignBoat UX/UI School - 2020

Other information

Languages
English, Hindi, Gujrati, Marathi

Hobbies
Trained Classical Dancer
Mandala artist @themandalamarvels
Yoga trainer
Learning flute