SHRUTI UNNIKRISHNAN

Product designer

+91-7358335159 shrutiunnikrishnan97@gmail.com [www.shrutiunnikrishnan.com](https://www.shrutiunnikrishnan.com/)

# WORK EXPERIENCE ABOUT

## [Product Designer at Rapido](https://www.rapido.bike/)

*April 2022 to Present*

* Improving the Earning experience for drivers­ Designed a better Earnings experience for Rapido bike taxi and Auto drivers measured by CSAT Improvement and reduction in captain care centre calls from 17.5% to 7.3%
* **Positively impacting Marketplace metrics** by improving order acceptance designs.
* **Increased adoption** for product features by designing impactful communications.

**Skills:** User research, design for Accessibility, prototyping, collaboration with cross­ functional teams ,Visual and UI Design, .

Experience building products for Android, iOS, and web, Fast-paced delivery, Design documentaion

## [Graphic Design Consultant at Perfetti Van](https://www.perfettivanmelle.com/our-brands/overview/) [Melle, India](https://www.perfettivanmelle.com/our-brands/overview/)

*March 2019 to March 2020*

* **Branding and Communications Designer** Designed graphics and internal communication creatives for Alpenlibe, Mentos, Chupa Chups, Centrefruit etc.

## [Product Design Intern at Tekion India Private](https://tekion.com/products/digital-retail) [Limited](https://tekion.com/products/digital-retail)

*September 2022 to March 2022*

* **Retail website design** Designed with team the Digital Retail Service product for clients like Hyundai, Chevrolet and General Motors in USA.

## Product Design Intern at Future Group India /

**BigBazaar**

*May 2021 to August 2021*

* **Redesign BigBazaar app** Worked on the redesign project for BigBazaar retail opp/

Committed to crafting universally accessible products, I specialize in designing functional interfaces with a focus on accessibility for diverse demographics, including low literacy users. Skilled in addressing the needs of the Next Billion Users, I bring a proven track record of creating inclusive and user-centric experiences.

# EDUCATION

## National Institute of Design, Bangalore

Master of Design, Universal Design

*2019 to 2023*

**National Institute of Fashion Technology** Bachelor of Design, Accessory Design *2015 to 2019*

# ACHIEVEMENTS

**Rapido Superspido Aspiring Minds Award 2023** for problem solving skills, efficiency and timely delivery across multiple projects.

**Winner of Ray Ban's International competition- New York 2015** for designing a graphic design poster for "Campaign for Change"

# TOOLS

* **Figma** for collaborative design, prototyping, design system, UI
* **Miro** for brainstorming, mapping user flows, and creating user journey maps
* **Adobe Creative suite** for visual design
* **JIRA** for brainstorming, mapping user flows, and creating user journey maps