

Shravan Gururaj

Product Designer | 8+ years of design experience

I transform complex problems into intuitive, human-centered experiences by blending research, empathy, and innovation.

PROFESSIONAL EXPERIENCE

Mealomart - Product Designer

Aug 2023 - Present

- Led the 0-1 design of a food delivery app, creating user-centric features for customers, restaurants, and riders while aligning product strategy with business goals.
- Conceptualized and Integrated an AI-driven recommendation system, enhancing user engagement through personalized meal suggestions.
- Led design strategy by applying a human-centric approach, conducting in-depth research and iterative usability testing to deliver intuitive and compelling experiences.
- Collaborated closely with stakeholders, product, engineering, and operations teams to strategically formulate ideas, and drive end-to-end user experience design.

Infosys - Lead User Experience Designer

Sep 2019 - Aug 2021

- Served as sole designer and delivered end-to-end design solutions across banking, finance, healthcare, management, and automotive domains, ensuring user-centric and impactful outcomes.
- Increased productivity by 30% for a timesheet project used by 130,000+ users through streamlined design and usability improvements.
- Partnered closely with clients to align designs with business goals and established design systems, fostering strong stakeholder relationships.

C-Square Info Solutions (Jio) - Senior UI/UX Designer

Jul 2017 - Aug 2019

- Led the redesign of a pharma application serving 40,000+ retail and wholesale suppliers, boosting product sales by 70%. Optimized key interactions to enhance usability, streamlining primary workflows to require fewer than three clicks.
- Engineered the transformation of a sales force automation software from Power BI to a web application, implementing a minimalistic design system for enhanced usability, resulting in a 2x revenue increase.
- Designed a scalable B2B SaaS eCommerce platform for pharmacy chains, enabling 15+ brands with 600+ outlets to launch customized online stores with minimal effort.

Multiapps Technologies - UX/UI Developer

Aug 2016 - Apr 2017

- Designed an intuitive onboarding and booking experience for a tour guide application, incorporating multilingual support to enhance accessibility and engagement.
- Improved user retention by 30% through gamification strategies, including rewards, progress tracking, and interactive elements.
- Optimized user navigation by addressing key pain points for guides and tourist groups, enhancing the overall experience through iterative design and testing.

Accenture - Associate

Nov 2014 - Aug 2016

- Developed login and dashboard screens using HTML, CSS, and JavaScript, ensuring accessibility compliance.
- Conducted user research, usability, and performance testing to guide design decisions and enhance overall product functionality and reliability.

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SOCIAL

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EDUCATION & CERTIFICATION

Masters in Interaction Design

California State University - East Bay

2021 - 2023 · California, USA

Bachelors in Business Management

Nitte University

2011 - 2014 · Bengaluru, India

Certification in Web Design

NIDM

2014 · Bengaluru, India

SKILLS

UX and UI

Storyboarding, User Research, User Flow, User Journey, User Interview, Personas, Market Analysis, Contextual Inquiry, Wireframing, Empathy Mapping, Information Architecture, Affinity Mapping, Heuristic Evaluation, Usability Testing, A/B Testing, Design Thinking, Design System, Visual Design, High Fidelity Prototyping, Interaction Design, Mockups, Interactive prototype, Spatial Interfaces, Functionality Testing, Accessibility, Native App Design (IOS and Android), Agile, Design Sprints, Branding, Design Strategy.

Tools and Code

Figma, Adobe XD, Sketch, Invision, Zeplin, Keynote, Adobe Illustrator, Adobe Photoshop, Adobe After Effects, Adobe Premiere Pro, Axure, Miro, Notion, Framer, Chat GPT, AR, VR, Mixed Reality, Spline, Principle, Origami, Protopie, Balsamiq, Midjourney, Musho AI, HTML5, CSS3, P5.js and JavaScript.