

# Radhika Raste

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## Education

India Institute of  
Technology, Bombay  
Masters in Design  
(M.Des), 2010  
Visual Communication  
Score of 9.1 /10

Bharti Vidyapeeth's  
College of Fine Art  
Bachelor of Fine Art  
(BFA), 2008  
Advertising design

Sr. Product Designer at Gonitro (Saas product)  
Dublin, March 2020 to present

- Creating an onboarding experience for first time users of Nitro Sign
- Designing the overall onboarding experience for the nitro desktop and cloud app

Product Designer at Newswhip (Saas product)  
Dublin, May 2019 to Feb 2020

- Designed complex data visualization to help users understand error margins in prediction algorithms.
- Implemented end to end design solutions that increased feature adoption of alerts by 12%.
- Organised and structured the design system to ease development of features.

## Skills

Research  
Heuristic evaluation  
Persona & Scenario Maps  
Usability testing  
User Interviews  
Competitive analysis  
Event based analysis

Founder & Product Designer at TheWhiteCatCo  
Mumbai, May 2018 to April 2019

- worked on building my own product Fedo.io
- Performed gap analysis and identified key areas of ux improvements leading to increased product adoption (Clevert.me).
- Mapped and restructured the information architecture for zoomifier.com.
- Designed a brochure for an initiative of Anandwan, an NGO that helped raise funds for ground water conservation in rural India.

Design  
Storyboarding  
Wireframing  
Prototyping  
VisualDesign

Sr. Product Designer at Clevertap (Marketing Saas product)  
Mumbai, June 2017 to May 2018

- Executed the Custom Boards project end to end from identifying the problem, conceptualising, scoping to designing the feature.
- Introduced, created and managed a design system to simplify collaboration between the design and front-end team.
- Restructured the marketing website information architecture that lead to increase in sign up conversion by ~6%.

Tools  
Sketch  
Adobe Suite  
Figma  
Invision  
Zeplin  
Balsamiq

Lead Product Designer at Webengage (Marketing Saas product)  
Mumbai, June 2013 to May 2017

- Designed a dashboard to help marketers automate their web and mobile notification campaigns seamlessly.
- Led a team of 4 designers to improve the user experience of the website, blog and outreach collateral.
- Conducted usability tests to improve product.

Visual Designer at Cognizant Technologies Pvt. Ltd  
Mumbai, June 2010 to May 2013

- Designed a server performance tracking dashboard for Apple Inc.
- Created a sign up page for eBay that led to a 40% rise in mobile sign ups.