

Kashyap Rathod

User Experience and Interface Designer

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ABOUT

Proactive and detailed UX Designer, with 7+ years of proven end-to-end experience, delivering enjoyable web, mobile and B2B solutions for product and financial companies. My clear understanding of technology allows seamless collaboration with developers, while strong communication skills ensure transparency with stakeholders. My experience of working with the best of both worlds (agencies and product teams) has strengthened my knowledge in building a firm infrastructure to support the business. Working across industries has helped me become an expert in my visual craft, user experience principles, and technology trends and bringing them all together to build & deliver a world-class product.

Specialities: UI/UX design, Product design, Mobile design, User research, Responsive web design and mastery over design tools like Adobe Photoshop, Adobe XD, Adobe Illustrator, Axure, Sketch, Zeplin & many more.

EDUCATION & DIPLOMAS

- 2018
Psychology - Research Methodology - Revised 2018
Alison - Free Online Learning
Credential ID 1372-7794949
- 2017
Certified Usability Analyst (CUA) 2017
Human Factors International
- 2017
Diploma in Psychology
Alison - Free Online Learning
Credential ID 261-7794949
- 2009 to 2012
Bachelor's in Mass Media, Specialization in Advertising & Media
University of Mumbai
- 2008 to 2009
Higher Secondary Certificate
Maharashtra Board

PROFESSIONAL SKILLS

Skills which I use for building fast and scalable products

- User Research
- Information Architecture
- Wireframing & Prototyping
- UI Design
- Usability Testing
- A/B Testing
- UX Analysis
- Personas

TOOLS

I believe in creating customer-centric experiences with the help of best softwares in the market.

- Adobe Photoshop
- Axure
- Adobe Illustrator
- Adobe XD
- Invision App
- Zeplin
- Sketch App
- Marvel App

WORK EXPERIENCE

- HDFC Bank Limited** • June 2016 - Present
User Experience Manager
Responsible for mapping the customer journey in part or in full, from a customers perspective in order to understand how customer from a particular segment interact with a journey/process, as well as identify improvement/development opportunities.
Played a major role in identifying and documenting elements of the customer journey such as; research, personas, use cases, customer stories, concepts, mock-ups etc. to gain an end to end view of how different segments engage with a particular product/service. Led Design thinking process in the research of digital consumer behaviours/needs, emerging technologies, and retail trends.

Responsible for creating individual customer experiences with the help of Adobe Test & Target to increase engagement on public site to acquire more customers, and retain old ones - while managing a team of 2. Accountable for giving more manage features to our existing bank customers.

★ #BCXAwards2017 - The HDFC Bank - Mobile Banking App designed by us won the 'Best Mobile Experience' award at the Bank Customer Experience (BCX) Awards 2017.
- Cafecrux Design Agency** • Dec 2015 - June 2016
Freelance/Founder
Lead the Design efforts and research for agencies, start-ups, FinTech companies and their business portal by creating workflows, wireframes and UI by understanding the business and customers needs. Managed cross functional teams - Stakeholders, Marketing, Call Centre, and Engineering team - to provide the best experience.
- Shaadi.com - People Interactive Group** • Dec 2014 - Dec 2015
User Experience & Visual Designer
Played a major role in initiating standardization and improving usability, experience & design of the product for India's largest Matrimony internet consumer profitable business. Responsible for innovating frictionless experience of the existing login/registration flow, creating user journey for new features, and bringing in easiness in payment process for Website, Mobile site and App which led to increased revenues in core projects.

★ Increased Pricing + payment page conversions based on redesign with insights from User Research, leading to annual incremental revenues of approximately 25 to 30 Million INR
- BookMyShow** • Apr 2014 - Nov 2014
User Experience & Visual Designer
Single-handedly designed user experience for Bookmyshow App for Windows platform, and enhanced the experience in Android and iOS apps.
Also, championed the website and mobile site design for UAE customers - <https://ae.bookmyshow.com/>
- Mobilox Innovations Pvt. Ltd.** • Dec 2012 - Apr 2014
User Interface Designer
Responsible for defining the Interface and Experience for mobile/web products and features on multiple platform - by defining user-journey and producing wire-frames & prototypes to help everyone experience the end-to-end journey (definition, through design, build, test, release, and maintenance) in development process .
- Cognitio Communications Pvt. Ltd.** • Jun 2012 - Dec 2012
Graphic Designer
Responsible for planning, developing and producing marketing collateral as per client's requirements. Responsible for building advertising concepts with the best of consumer-insights.

ACHIEVEMENTS

Silver Star Award, Jan - March 2018

Awarded Silver Star Award in recognition of significant contribution to the organization, for building a best in class and first portal in India for startups to connect with mentors and seek their guidance in various formats.
Product - SmartUp

at HDFC Bank Limited

One of the top 10 finalists in India's first and biggest crowd-sourced contest - Google, PMO App Contest.

Teams Participated: 125 | Total Team members: 750

Our Team Rank: 2nd
<https://blog.mygov.in/pmo-mobile-app-contest-phase-2-shortlisted-top-10-wireframes/>

Google, Prime Minister Office App Contest India, Initiated by MyGov - India and Google