

Surabhi Wadhwa

Product Designer

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Experience

UNACADEMY

An online learning platform which makes education accessible to lower and middle class India (50 employees, 500,000 registered users)

Lead Product Designer

Jan 2017 - Jun 2018, Bangalore

- Defined product vision and strategy with founding team members
- **Grew product team from 1 to 5 designers** and managed 2 direct reports
- Built educator base from 200 to 2000 by conceptualizing and designing *Unacademy Educator App* (Android)

FLIPKART

India's biggest e-commerce company, acquired by Walmart in August, 2018 (30,000 employees, 100M registered users)

Senior Product Designer

Jan 2016 - Aug 2016, Bangalore

- Design owner for *Flipkart Online Shopping App* (iOS)—2M active users
- Executed and managed end-to-end customer experience which led to an **increased App Store rating of 4.5 from 3.5 stars**

Product Designer II

Apr 2014 - Dec 2015, Bangalore

- Planned execution roadmap in partnership with Product Leadership and managed resource allocation for 8 designers
- Designed *Flipkart Online Shopping App*—selected for App Store Best of 2014
- **Drove \$1.1 million in incremental revenue** through design of Notifications

Product Designer I

Jun 2012 - Mar 2014, Bangalore

- **Increased CO conversion by 8.9%** through Checkout flow redesign (web)
- Reduced calls to customer support by 9.72% through post-order experience
- Increased order conversion by 6.3% and revenue per visit by 3% through mobile site design

Education

Master of Human-Computer Interaction + Design 3.8 GPA

University of Washington, Seattle

Sept 2018 - Aug 2019

- 6-month Capstone Project with Microsoft HoloLens
- 8-month research study with Dr. Thomas Furness on the efficacy of Virtual Reality for chronic pain relief

Visual Communication Design

Srishti Institute of Art, Design, and Technology

Jul 2007 - Dec 2011

Skills

UX Research + Strategy

Product Thinking

Concept Development

Sketching & Wireframing

Prototyping

Interface Design

Visual Design

Usability Testing

Tools

Sketch

InVision

Principle

Figma

Illustrator

Photoshop

InDesign

Zeplin