

Shree Raksha

Product Designer

 Portfolio |  LinkedIn |  E-mail |  +91 9972939009 |  Bengaluru, India

Product Designer with 3+ years building scalable systems for gaming, gamification, and SaaS. Leverage AI-integrated workflows to accelerate discovery and design validation. Delivers high-impact design solutions that drive measurable gains in user retention, product adoption, and operational efficiency.

EXPERIENCE

OnMobile | Product Designer

Sept 2023 - Present

- **Kiosko News Aggregator** : Designed end-to-end responsive web app called kiosko, an AI-powered online news aggregation SaaS platform (1,000+ publications) used by companies (Telefonica, Safaricom) to plugin to their apps and websites to provide content discovery for companies end customers.
- **Challenges Arena** : Designed end-to-end UX for Challenges Arena, OnMobile's gamified engagement platform. Designed live leaderboard systems, profile discovery features; boosted challenge acceptance by >40% and achieved 64% repeat challenge rates, 7.8M leaderboard interactions, and 6.2M profile views.
- **RBT Platform** : Redesigned the Ringback Tone (RBT) app with intuitive categorization and simplified management flows. This white-labeled app, used by Vi, Goon Goon, and Robi, lets users personalize their caller tunes. The redesign led to a 25% increase in user engagement and a 40% reduction in setup time.
- **Zenmo** : Designed Zenmo Dashboard a centralized platform to track real-time revenue, manage content distribution, and streamline publisher workflows. Improved operational efficiency by 40% and reduced reporting time by 50% through intuitive data visualizations.
- **Gamize** : Designed the end-to-end UX for Gamize, a gamification platform that helps brands boost user engagement. Created intuitive flows for campaign setup, rewards, and leaderboards tailored for marketers. Simplified onboarding and dashboard experiences through user research and iterative prototyping.

Web United For You | UX Design Intern

Jan 2023 - Aug 2023

- **Knorish**: Designed high-fidelity prototypes, effectively addressing core UX pain points and reducing bounce rates by 20% through iterative testing and enhanced usability.
- **NYUC**: Designed a responsive website reducing load time by 40% and achieving better client satisfaction.
- **Kisetsu Saison Finance**: Conducted research and developed prototypes for SaaS platforms, boosting conversion rates and improving task completion rates significantly.

SKILL

- **Design Strategy & Research**: User Experience (UX) Design, User Interface (UI) Design, UX Strategy, User Research, User Personas, Competitor Analysis, Journey Mapping, Information Architecture, Usability Testing, A/B Testing, Design Thinking, System Thinking, Data-Driven Design.
- **Design Execution**: Wireframing, Prototyping, Design Systems, Component Libraries, Responsive Web Design, Mobile App Design, Interaction Design, Accessibility (WCAG), Visual Design, User Flows, MVP Development.
- **AI & Productivity Tools**: ChatGPT, Claude, Grok, Gemini, Perplexity, NotebookLLM, Jira, Notion, Slack.
- **Collaboration & Leadership**: Cross-Functional Collaboration, Stakeholder Management, Agile/Scrum Methodology, Product Roadmap Planning, Rapid Iteration, Engineering Handoffs, Design Documentation.

EDUCATION

Bachelor of Engineering

2018 - 2022

Global Academy of Technology