

# Anisha Raj

Sr. Product Designer

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I am a Senior Product Designer with **8+ years of experience** currently at Gojek. My passion lies in understanding human psychology and behaviours, evident in my commitment to bridging the gap between UX and business. Constant up skilling, recently attaining a service design certification, reflects my dedication to growth. In the early stages of my career, I thrived in dynamic startup environments, assuming pivotal roles and shaping my work ethics. This foundation has been instrumental in my decision-making capabilities, an attribute emphasised in your preferred qualifications

## EDUCATION

- Service Design certification (2023) Interaction.Org
- CUA (Certified Usability analyst). Human factors internationals
- Under graduation in graphic design from MIT Institute of design, Pune
- Junior college: specialised in psychology, sociology, logic, philosophy from Sophia College, Mumbai

## SOFTWARE

Figma | Photoshop | Illustrator

## DESIGN SKILLS

User Research ( qualitative & quantitative) | Persuasion Design | heuristic evaluation | User testing | Wire-framing | Information architecture | Omni-channel Strategy | Prototyping | Visual Design | Interaction Design | Project Management | Service Design | Illustration

## WORK



**Sr. Product Designer**- Jan 2020- Present (4yrs)

Gojek is a Super App providing services in Indonesia, Thailand & Vietnam. It's one app for ordering food, commuting, digital payments, shopping, hyper-local delivery, and over a dozen services. Following is some of my key projects

### Transport ( Mobility Design)

- Currently, I am dedicated to enhancing MAU to MTU conversion for our Ride-Hailing service (GoCar & GoRide). Through targeted design enhancements, we've had a 4% increase in conversion rates.
- Simultaneously working on launching a new ride hailing rental service.

### Help & support

- Further I lead design in Care-tech(Customer care) brought about new process and drove collaboration across the team creating service map & conducting workshops to help team focus on end to end service experiences. One of the output of this was re-designing the Help Home Page.

### GoClub

- Played a key role in launching GoClub, Gojek's loyalty program which received high praise from users and leadership for its exceptional design. Engaged 965k users with an impressive 73% retention rate. Additionally, successfully increased monthly transacting users by 10% (39 to 43%)

## WORK

- I took a significant role as a lead representative for GoClub in a high stakes projects following the merger of Tokopedia and Gojek. With teams from both organisation collaborating for the first time, it presented unique challenges. This again created a big buzz on social media for the designs and I was highly appreciated by my leads & product managers.
- This project became a huge success as it showcased great numbers post release acquiring 780,000 new users and total 5.4M users opted to join loyalty program.

### Subscription

- Enhanced subscription plan discovery, achieving a remarkable 34x increase in CTR solely through design enhancements.



### Lead UX designer April 2018- Jan 2020 ( 1yr 10m)

Digit Insurance is the first unicorn insurance company of India with a mission to make insurance simple. I played a key role in building the design foundation for digit.

🏆 Won of Top Gun Award 2018-19 (Performer of the year)

- Conducted workshops and learning sessions with multidisciplinary teams to educate them about design thinking.
- Worked closely with marketing, developers and business to deliver pixel perfect designs at a fast pace.
- Conducted research and user testing for existing and upcoming products
- Based on data analytics and qualitative research created user journeys, task flows, wireframes, and prototypes for customer facing and partner facing products.
- Collaborated across teams to create illustration guidelines, re-usable design assets and UI system design.
- Maintained brand uniformity and crafted a seamless brand experience across both print and digital media platforms, solidifying a unified and impactful brand identity.
- Designed for all platforms (Android/iOS apps, mobile web and we
- Designed products such as : Cycle insurance, Domestic Travel, Health insurance, Mobile insurance, Commercial insurance, Bike insurance, Car insurance, International travel and commercial vehicle.



### Lead UX designer - May 2017 to April 2018 (1yr)

At Human X lead a team of 7 designers. Set up processes for organisation and build training programs. Managed projects and pitch to clients.

- Built project plans: stakeholder interviews, project scoping, analysing the requirements and defining handover timelines.

## WORK

- Defined design processes – Planning delivery stages and dates, accounting timeline and effort, set up UX methods and building design team as per requirement.
- Conducted research and user testing activities, designed wireframes, prototype and visual design
- Maintaining quality control.
- Worked on projects: Aditya Birla Money tool (finance) , Vassist (Travel) , Karigar (Fashion) , UX Inspect (design tool)



### **UX strategy consultant** – Dec 2016–May 2017 (5m)

With a friend of mine, I decided to start my own practice to provide UX consultancy. Dhobi Station was one of our main clients. We built a service design map and strategy for their brand. We worked as strategists as well as were hands on with design.

- Conducted qualitative research: to understand drives and blocks of the existing customers. Identify customer touch points with brand.
- Derived insights to support the business and designs.
- Rebranded the brand- logo design, design language, marketing and branding collaterals
- Designed the IVR experience.
- System design for delivery agent
- Designed customer facing delivery app.

### **Other Companies**

I graduated from MIT as a Graphic Designer and started my journey in the industry as a Junior Researcher with Good Company where on the job I learned and developed my skill in conducting qualitative research. Further I joined Human Factors international where I pursued education in UX and persuasion design. I put my learnings to practice while I was on the job and worked onsite and remote with renowned brands such as Vodafone ( Pune- On site), Standard Bank of South Africa (On site), Platts ( Remote), ICICI Bank and Microsoft.

Human Factors international: June 2014- 2016 ( 2yrs 4 months)

Good Company: Apr 2014 – Jun 2014 (3m)

