

Tanmay Saxena

Sr. Product Designer - Convosight | Ex-Flipkart & Gaana

7+ Years of Experience in Crafting User-Centric Solutions

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I craft business solutions that are flexible, user-centric, and revenue generating. My sole aim is to ease the lives of the users and the vendors

work experience

Sr. Product Designer @ Convosight [Dec 2020 - Present]

- Crafted and drove to solution CMC Automation (finding communities, campaign management, & reporting for brands) which allowed us to improve campaign efficiency and cut down on its costs by 33.8%.
- Helped to add the functionality of self-reporting for admin entrepreneurs who directly collaborate with brands to gather and present campaign insights using our system.
- Also worked on different smaller features on both the brand side, as well as, the admin side to acquire more users.

Product Designer 2 @ Flipkart [Mar 2018 - Nov 2020]

- Crafted and drove experiences for Flipkart Quick from scratch to production, and later had the design ownership to make tweaks and improvements to the marketplace experience for business optimisation.
- Redesigned the filter experience for Flipkart ecosystem in order to allow our users to find the products that fit their needs faster across the various business divisions. Helped increase the conversion rate by 8% for the people applying filters.
- I also worked on a lot of personalisation based features for Flipkart which would help us create tailored experiences based on our customer's needs. I was also the design owner for Flipkart Quick and Supermart business units.

Product Design Lead @ Gaana.com [Sep 2016 - Feb 2018]

- Helped setup the design team at Gaana, and worked together with the teams to create and deploy Gaana's Design System.
- Created and drove 8 projects targeted towards improving the brand offerings of ours to boost our revenue through partnerships and brand content marketing.
- Also worked on various solutions / features which helped us connect better with the end-audience. These included playback fixes, karaoke, IA restructuring, Gaana Voice Assist, and a whole lot more.

key skills

Design Documentation, AR Design, IA Design, UI & UX Design, Usability Testing, Visual Design, and Storytelling.

key tools

Figma, Sketch, Zeplin, LottieFiles, Framer, InvisionApp, Principle, Adobe Suite, Adobe XD, Discord, and Slack.

other skills

Programming, Branding, Illustrations, Typography, Iconography, Blogging, Voice-over, and Hand Lettering.

hobbies

Sketching, Gaming, Music, Reading, Exploration, and Photography.

Dribbble | Medium | LinkedIn

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UI/UX Designer @ Exzeo [Jan 2015 - Aug 2016]

- Crafted and shipped a new product for Exzeo's arsenal which was targeted towards making the job of the adjusters on field as easy and efficient as possible with the help of a mobile tracking and guidance through this app called "JusterApp"
- Worked on various features to improve the experience and metrics on the different aspects of the Claims Management system.
- Worked with the other designers and product team members to come up with a Design System for the Claims Management core system. Learnt a lot during my experience building the first design system, and working on some really complex insurance based problems.

UI/UX Designer & Developer @ Openlabs [Jan 2014 - Dec 2014]

- As the solo designer and front-end developer on the team I was putting in my effort creating experiences custom tailored to the different client's needs.
- Helped the team to improve the experience of their previously built ecommerce store experience, by applying various design principles, while also referring to Myntra as our benchmark.
- Worked with the team to complete the solution stack that we had to offer the clients with products ranging from POS Systems, automated billing systems, creating IA(s) that would help us connect the ERP System (Tryton) to the various logistic services that ecommerce teams use.

Freelance UI & Visual Designer [Oct 2009 - Dec 2013]

- Worked on various UI designs for various sectors, ranging from eLearning, Job posting platforms, Incognito browsers, etc.
- Worked on various branding and visual design solutions for the freelance clients.

education

2010 - 2014

Bachelors' of Information Technology,
Lord Krishna College of Engineering
(UPTU)

2007 - 2009

High School and Intermediate,
St. Joseph's College (ISC)

other tools

Sketchbook, HTML5, CSS3,
Javascript, Bootstrap, Semantic UI,
Foundation, C, C++, C#, Dot Net,
Java, and Python

personal information

Languages

English & Hindi

Current Location

Bengaluru (Karnataka), India