Surbhi Mahendru

Senior Product Designer

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Work Experience

Tata Consultancy Services · Senior Product Designer

Mar 2020 - Present, Toronto, Canada

- Helping teams to bridge the gap between designers & developers so they can collaborate better using "Design System"
- Maintain design consistency and coherence across the product.
- Prototype unique interaction models and then convert them into killer visual designs.

OfBusiness · Senior UX/UI Designer

Dec 2017 - Feb 2020, Gurgaon, India

- Increased user satisfaction (+11%) by redesigning the platform experience with the new design system for both Mobile and Web Application.
- Designed the entire OfBuisness Mobile and Web application from scratch.
- Worked closely with product managers, developers, and founder to enhance product features and meet business goals.
- Conducted user research, experience strategy, market research, Interaction design, & synthesized feedback from users to inform designs.

Lulu and Sky · Senior UX/UI Designer

Aug 2016 - Dec 2017, New Delhi, India

- Lead a team to create a unified e-commerce platform for the Lulu & Sky to be able to manage their social presence in the country.
- Increased user registration by +21%

Airtel · UX/UI Designer

Jul 2012 - Aug 2016, Gurgaon, India

- Design the user-experience of products features for My Airtel App, Wynk Music & Deber web Application.
- Designed the entire Deber(HYRNG) web application from scratch.
- Conduct qualitative/quantitative research, prepare use-cases and user stories.
- Design wireframes, interaction, prototypes, sketches, and high-fidelity visuals.
- Collaborate with cross-functional teams & product managers.

Education

Delhi University

2010 - 2013

Bachelor of Commerce

Arena Animation

2010 - 2012

AAIP - Broadcast

Certifications

Interaction Design Foundation

Jan 2019
Human-Computer Interaction - HCI

LinkedIn Learning

Jan 2021
UX Design Process

Feb 2021
UX Foundations: Accessibility

Feb 2021
UX Foundations: Style Guides and Design Systems

Skills

Product Design

User Research
Persona Development
Journey Mapping
Wireframing
Rapid Prototyping
User Testing
Usability Testing

Visual Design

Design Systems & Style Guides
Illustration
Data Visualization
Motion Design
UI Design

Software

Figma
Sketch
Adobe Creative Suite
InVision
Framer
Zeplin
Miro
Axure
Abstract
Proto.io
Principle
Marvel
Origami studio
Optimal Workshop