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DIKSHA SAXENA

6 years in Product Design | Bridging Design & Tech

EXPERIENCE

Independent Product Designer

October 2024- PRESENT

- Transform client ideas into **MVP-ready designs** with UX best practices & rapid prototyping.
- Designed an **IoT-driven Hangar Management App** for aircraft fleet optimisation.
- Currently designing an MVP mobile app for a telecom client, focusing on streamlined workflows and user-centric UX.

JioCinema, Viacomfi8 Media Pvt Ltd — *Product Designer*

APRIL 2022 - SEPTEMBER 2024

- Led UX enhancements for **220M+ users**, optimising **content discovery** through data-driven design
- Designed and tested the **Branded Feature Tray**, ensuring **web, mobile & TV scalability. Generated ₹30 Cr in revenue** during the first IPL season.
- **Redesigned Product Description Page**, using heuristic evaluations, surveys & A/B testing to improve engagement.
- **Enhanced Continue Watching UX, boosting session retention by 22% & reducing drop-offs.**
- Contributed to **Design Systems Development**, creating pattern libraries & UI components.

Truminds Software Systems — *UI/ UX Designer, UX Lead*

JUNE 2020 - MARCH 2022

- Joined as a **Founding Designer**, designed intuitive interfaces for digital products across **EdTech, IoT, networking solutions, e-commerce, CRM systems, electronics, and chip manufacturing.**
- **Led a team of 6 designers**, fostering a UX-driven culture.
- Designed a Smart Transportation App **(Qualcomm), improving efficiency by 20%.**
- Designed a TV dashboard for **Panasonic**, improving real-time insights and **reducing decision-making time by 28%.**
- Designed a **Networking Solutions App**, leveraging progressive disclosure to **simplify complex real-time data processing.**
- Designed an IoT-driven **end-to-end Online Proctoring Solution (EdTech)**, transforming complex user flows into a modular, intuitive experience. Led stakeholder interviews, ideation, and information architecture, crafting high-fidelity visual designs tailored to diverse user personas.

Mphasis — *Junior UI/ UX Designer*

FEBRUARY 2019 - MARCH 2020

- Conducted **user research, prototyping & usability testing** for web & mobile.
- Improved **UX microcopy & interactive UI**, enhancing user communication & engagement.

SKILLS & TOOLS

UX Design & Problem Solving

Strategy & Vision Presentations | Design Thinking & Human-Centered Design (HCD) | User Flows & Personas | Wireframing & Mockups (Figma, Illustrator) | Design Systems, Style Guides & UI Components

Prototyping & Interaction Design

User Journey Mapping | Card Sorting | Rapid Prototyping (Figma, Principle) | Microinteractions & Animations | High-Fidelity & Interactive Prototypes

User Research & Usability Testing

Stakeholder Interviews | Focus Groups & Surveys | User Testing | Heuristic Evaluation | A/B Testing | Eye-Tracking | Usability Testing & Cognitive Walkthroughs

Tools & Collaboration

Figma, Sketch, Adobe XD, Photoshop, Illustrator, Principle, InVision | Agile & Scrum | Cross-Functional Team Collaboration | Workshops | Design Handoffs | JIRA, Confluence, Trello

EDUCATION

Bachelor of Engineering, Computer Science — *Sagar Institute of Research & Technology, Bhopal*

AUGUST 2012 - MAY 2016

AWARDS

MAD, Execute with Excellence — *Viacom18, 2023*
TruEnabler, Annual Awards — *Truminds, 2021*

OTHER WORK

Mphasis — *Data Engineer*

DECEMBER 2016 - JANUARY 2019