

Rupal Sharma

PRODUCT DESIGN | UX | RESEARCH

With 2.5+ years in Product Design and Research, I specialise in user-centric solutions. At DeHaat I have been working on the fintech side, improving finance management for both B2B and B2C users and streamlining checkouts, payments and post-ordering experience.

Work Experience

DeHaat / Product Designer

Dec 2023 - Present

- Designed the Prepaid Offline Ordering and Payments system for retailers, driving prepaid GMV from 4.43% to 11.3% and generating ₹9.7 Cr in transactions within a month.
- Developed the Digital Ledger and Net Landing Cost feature for retailers, automating transaction entries, streamlining credit tracking, and reducing ledger mismatches significantly.
- Created a Post-Ordering Experience for farmers and sales executives, ensuring transparency in delivery status, insured products, and payments.
- Designed user-centric solutions aligned with product goals by creating wireframes, user flows, and prototypes, supported by user research through User testing, field studies, and feedback to refine and validate concepts.
- Collaborated with cross-functional teams to ensure a successful product launch.

TCS DISQ/ Innovator, UX Designer

Sep 2022 - Dec 2023

- Conducted research and designed a hearing screening app, exploring sound's impact on users. Key features advanced to design and launch, achieving 900+ downloads on Play Store in two months.

Absolute / UX Designer

Jan 2023 - May 2023

- Developed a user-friendly app for Tech-Unfamiliar NHB farmers, boosting registration rates and increasing crop additions (task completion) from 3% to 17%.

Dofin Tech. / UX Researcher

Jul 2022 - Sep 2022

Pinjore / Visual Designer

Jun 2020 - Jun 2021

pen_worth_bleeding / Contract based

Jan 2020 - Jun 2020

- Built an audience of over 1300 followers.
- Collaborated with Brands like Pinjore India, Hotel Rime Vista, NGO Aapaar, Rajasthan Studio, Marketing Agencies like Wow Reach, etc.
- Mentored over 200 students, in Research, Design and Visual Design.

Awards

UX Excellence Award

DeHaat, Jul 2024

For the impact created via Prepaid Offline Ordering and Payment Design.

Best GP Award

NIFT Delhi, Oct 2024

Grad Project Award for theses on "Modern Technology for not so modern farmers". This project helped in better adoption of features and completion of tasks by users of Upaj app, mainly farmers (During my tenure at Absolute).

Education

Master of Design, NIFT Delhi

2021-23

(AIR 17) cgpa 9.56

Majors: Design Thinking, Research Methods, Trend Research and Forecasting, Experience Design, Brand Strategy, UI Design, System Design, Entrepreneurship

Add ons: Placement Committee Coordinator

Bachelor of Design, NIFT Kangra

2020

Majors: Visual Design, Pattern Design, Design Research, Social Design, Business Practices

Skills

UX Research | User Testing | Usability Testing
Heuristic Analysis | Qualitative and Quantitative RM | System Study | Causal Loop | Ethnographic study | Thematic Analysis | Data Driven Insights | Sustainability and Co-Design | Brand Strategy | Trend Forecasting Design Thinking | Persona Map Empathy Map Information Architecture | Wire framing Prototyping | Data Visualisation Trend Forecasting | Character Design and Illustration | Frame Animation | Pitch Decks and Presentations

Software Skills

Figma | Photoshop | Illustrator | Corel Draw
Miro | Figjam | Procreate

Other Skills

Photography | Storytelling | Social Media Marketing | Conflict Management | Time Management | Cross Functional Collaboration
Print Design | Urban Sketching | Pottery



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