

Mohak Padukone

User Experience Designer —

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WORK EXPERIENCE

PRODUCT DESIGNER

Jane, LLC | US Remote (HQ in Lehi, UT)

April 2021 - Oct 2022

Led designs and experiences for an e-commerce marketplace with **over 1.5 million users** on the web, android and iOS platforms, along with multiple internal tools for marketing, merchants and sellers.

- Redesigned the web PLP (Product Listings Page) resulting in faster load times, an **increase in conversion (5.5%)**, **revenue per visitor (6.1%)**, **sessions per device (1.3%)** with an **annual impact of + \$1.3 million in additional revenue**.
- Successfully designed and launched a performance metrics dashboard to **over 2000 active sellers**.
- Established and defined motion design guidelines in the design system, refined & built components in the system.
- Interviewed multiple applicants for open design positions on various seniority levels.

UX DESIGNER (Co-op)

Xana Adhoc Studios, IGM RIT | Rochester, NY (Remote)

Sep 2020 - Dec 2020

- Designed the complete UX of the promotional website for a VR (Virtual Reality) surreal mystery game with interactive web experiences including a 3D Environment, collaborated with producers, artists and developers & created a narrative for the website and interactive experiences in line with the plot, reflecting and building on the level designs.
- Directed the art and visual style of the website and conceptualized the game level experiences, successfully evoking the necessary feel and emotions in the audience.
- Directed and edited the video trailer for the game concept. Created 25+ digital assets & sketches for the experiences.
- Conducted periodic UX testing of the website and experiences with rapid prototyping to integrate user feedback.

PRODUCT DESIGN INTERN

Earnest Inc. | San Francisco, CA

June 2019 - Sep 2019

- Designed the UX, UI and created Motion Designs for a responsive Web App launched (in Dec 2019) to help students manage their finances and educate on their chances of receiving a loan, ultimately introducing the brand and its values to the demographic. <https://earnest.com/debt-to-income-ratio-calculator>
- Implemented a design system plan to optimize the workflow and efficiency of the design and engineering teams.
- Coordinated the process of conducting 9 user interviews & recruited optimal candidates with diverse backgrounds.

EDUCATION

Rochester Institute of Technology

B.S in New Media Interactive Development

Immersion in Psychology

Graduated Dec 2020, Cum Laude

SKILLS

Design : User Interface, Interaction Design, Motion Design, Prototyping, Research, A/B Testing, Strategy, AR/VR

Code : HTML/CSS, JavaScript, C#, Python, Swift, React JS

Tools : Figma, Sketch, Principle, Photoshop, After Effects, Premiere Pro, Davinci Resolve, Cinema4D, Unity, Fullstory