

Shruti Modak

Bridging Design, Business & Tech

Product Manager | UX Designer | 4+ yrs Product & Business Experience

✉ shruti.modak931@gmail.com | ☎ +91 9561098818 | 🌐 gridandgrainstudio.com
linkedin.com/in/shruti-modak-61578633a



Summary

Product professional with 4+ years spanning business operations, UX, and product strategy. Experienced in leading cross-functional teams, delivering user-centric solutions, and aligning stakeholders to drive business impact. Skilled in design thinking, making PRDs, roadmapping, research and analytics.

Work Experience

Business Operations & Project Coordination: 4 years

- *Ishwar Properties* – Led cross-functional teams in real estate projects, delivering on-time completions and stakeholder satisfaction.
- *Balaji BuildCon* – Oversaw documentation, negotiations, and communication, building strong organizational and decision-making skills as a **Project Manager**.

Design & Product: 3+ years (overlapping Business Operations)

- *Desai Autocom Industries Pvt. Ltd. (B2B)* – Designed website, content, and microcopy to modernize brand presence as a **Web Designer**.
- *Amour Resort & Spa (B2C)* – Streamlined inventory management, reducing processing time by 20% and improving staff efficiency, leading to a 15% drop in errors as a **System Designer**. Built a digital menu consistent with brand identity, improving customer usability as a **UX Designer**.
- *Venerate (D2C)* – Developed brand identity and positioning to strengthen lifestyle appeal as a **Brand Designer**.

Projects

1. Spotify Accessibility Redesign – Designed accessibility-first features for dementia and visually impaired users.
2. Zomato AI Ordering Feature – Built AI-powered flows to simplify indecisive user journeys.
3. Skincare Brand Rebranding – Repositioned skincare brands to boost individuality and recall.

Education

Google UX Design Professional Certificate, 2024

Industrial Design Training (3 years, Integrated Master's coursework), GLSID Ahmedabad, 2020

Skills

Core Product & Design: Product thinking, UI/UX, empathy, user research, prototyping, storytelling, accessibility design

Product Management: PRDs, roadmapping, backlog management, stakeholder alignment, KPI tracking, agile/scrum familiarity

Leadership & Collaboration: Cross-functional teamwork, communication, client management, creative direction, decision-making, content strategy

Tools: Figma, Notion, Procreate, Adobe Creative Suite, Productboard, Mixpanel, Amplitude, Google Analytics, SQL, Excel, Jira

Languages

English
Hindi
Marathi

Hobbies

Art
Photography
Travel