

# Shruti Modak

## Product Designer | UX Specialist

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## PROFESSIONAL SUMMARY

**Product Designer (4+ years)** specialising in 0-to-1 launches and UX strategy. Expert in translating complex business requirements into intuitive systems for B2C/D2C markets. Proven track record of shipping real-world products and driving measurable operational efficiency (30% error reduction).

## PRODUCT LAUNCHES (0-to-1)

**Underthink (Productivity Web App)** | Creator, Designer & Developer | Jan 2026 – Present

- **UX Strategy:** Conceptualized a low-friction interface prioritizing behavioral psychology over traditional list-making to solve "task paralysis" for neurodivergent users.
- **Interaction Design:** Built "Reflection Mode" to reduce cognitive load, translating complex state-management logic into a minimal, accessible UI.
- **Execution:** Personally built the front-end logic to ensure 100% fidelity between prototypes and the deployed MVP.

**Venerate (D2C Lifestyle Brand)** | Brand & Product Designer | 2021 – 2023

- **Market Launch:** Defined the visual language and lifestyle positioning for a successful D2C brand entry.
- **Identity & User Validation:** Developed comprehensive brand books and ran iterative testing cycles to validate recall and emotional connection with target demographics.
- **Omni-channel UX:** Oversaw all digital and physical touch-points, ensuring a consistent user journey from social discovery to unboxing experience.

## PROFESSIONAL EXPERIENCE (INDEPENDENT PRACTICE)

**Ishwar Properties** | Design & Project Management | 2021 – 2025

- **Service Design:** Digitized manual project tracking, designing a system that increased stakeholder visibility and reduced operational errors by 30%.
- **Leadership:** Coordinated cross-functional teams to ensure 100% on-time delivery for key infrastructure projects.

**Amour Resort & Spa** | UX & System Design (Contract) | March 2023

- **Inventory UX:** Designed a digital management interface (Tablet + Web), reducing order processing time by 20%.
- **Interactive UI:** Created a digital menu system improving guest usability while maintaining luxury brand consistency.

**Desai Autocom Industries** | Web Design & Strategy (Contract) | May 2024

- **Conversion:** Redesigned B2B web architecture, resulting in a 20% increase in qualified lead conversions.

**Aamraaj** | Product Strategy Consultancy & Packaging Design (Contract) | Feb 2026 – Present

- **Engagement:** Developing a tiered GTM packaging strategy for a premium agri-brand; defining technical die-line specs and material standards for a high-end D2C unboxing experience.

## SKILLS & TOOLS

**Design:** User Journeys, Wireframing, Rapid Prototyping, Interaction Design, Accessibility (WCAG).

**Strategy:** Product Thinking, MVP Definition, User Research, Feature Prioritisation, Stakeholder Management, PRDs

**Tools:** Figma, Adobe Creative Suite, Notion, Basic HTML/CSS.

## EDUCATION

**Google UX Design Professional Certificate Program** | Coursera, 2024

**GLS Institute of Design, Ahmedabad** | Integrated Master's Coursework in Industrial Design, 2020 - 2023