+91 9561098818   shrutimodak.design@gmail.com   www.gridandgrainstudio.com

SHRUTI MODAK

PRODUCT DESIGNER

Product & UX Designer with 5+ years shipping thoughtful, accessible experiences across B2B, B2C, and D2C. Skilled at user research, interaction design, prototyping, and collaborating with PMs & engineers to deliver measurable impact. *Google UX Design certified*. Comfortable owning entire design cycles from insight to launch.

Experience

UX & System Designer
2023 - Present

Amour Resort & Spa (B2C)

- Designed and launched a full digital inventory management system (tablet + web)
- reduced order processing time by 20% and errors by 15%
- Created interactive digital menu system aligned with luxury brand identity
- improved guest usability and brand consistency

Desai Autocom Industries (B2B)

- Led end-to-end redesign of corporate website: research, IA, wireframes, visuals, dev handoff
- Refined content strategy and microcopy
- increased qualified B2B leads by 20%

Brand & Product Designer
2021 - 2023

Venerate – D2C Lifestyle Brand

- Defined visual language, packaging, and digital touch-points resulting in highly differentiated market launch
- Ran user testing cycles to validate emotional connection and recall

Portfolio Projects
2025

- Spotify accessibility redesign inclusive of cognitively impaired users
- Zomato AI rapid food ordering feature reducing decision fatigue
- Rebranding Minimalist & Underated improving brand positioning

Education

Google UX Design Professional Certificate, 2024

Integrated Master's in **Industrial Design**, GLSID Ahmedabad, 2020

Skills

- User Research & Usability Testing
- Interaction & Visual Design– Figma
- User Flows, Wireframing, Prototypyng
- Product Strategy & Feature Prioritising
- Design Systems
- Information Architecture
- Cross-Functional Collaboration
- Agile and Scrum Workflow
- Creative + Analytical Thinking