

# Shruti Modak

Product Manager | UX Designer | 5+ yrs Design & Business Experience

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**Portfolio:** www.gridandgrainstudio.com

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## Professional Summary

Product and design professional with 5+ years of cross-functional experience across business operations, UX, and product strategy. Skilled in leading teams, turning user insights into scalable solutions, and driving measurable impact through design thinking, roadmapping, and data-informed decision-making.

## Experience

### Business Operations & Product Coordination (5 yrs)

Ishwar Properties & Balaji BuildCon – **Project Manager**

*Directed* cross-functional teams across design, engineering, and operations to achieve 100% on-time delivery of key real estate projects.

*Improved* process efficiency through workflow restructuring, enhancing stakeholder visibility and reducing delays by 25%.

*Managed* documentation, negotiations, and client communications to strengthen strategic decisions and cross-team alignment.

*Digitized* project tracking to improve visibility and reduce manual errors by 30%.

### Design & Product (4+ yrs, overlapping)

Desai Autocom Industries Pvt. Ltd. (B2B) – **Web Designer**

*Redesigned* website and refined content architecture, modernizing brand presence and increasing lead conversions by 20%.

Amour Resort & Spa (B2C) – **System & UX Designer**

*Designed* a digital inventory management system that reduced processing time by 20% and errors by 15%.

*Created* a digital menu aligned with brand identity, improving customer usability and brand consistency.

Venerate V3N (D2C Lifestyle Brand) – **Brand Designer**

*Defined* brand identity and lifestyle positioning to boost recall and emotional connection, supporting a successful market launch.

## Featured Projects

**Spotify Accessibility Redesign** – Designed accessibility-first features for dementia and visually impaired users, improving inclusivity.

**Zomato AI Ordering Feature** – Built AI-driven flows to simplify decision-making for indecisive users.

**Skincare Brand Rebranding** – Repositioned D2C skincare brands to enhance individuality and user engagement.

## Education

Google UX Design Professional Certificate, 2024

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

## Skills & Tools

**Product:** PRDs, Roadmapping, KPI Tracking, Agile/Scrum, Stakeholder Alignment, Cross-functional Collaboration

**Design:** UX/UI, Research, Wireframing, Prototyping, Accessibility, Storytelling

**Analytics:** Mixpanel, Amplitude, GA, SQL, Excel

**Tools:** Figma, Notion, Adobe Suite, Productboard, Jira, Procreate

**Languages:** English, Hindi, Marathi