

Tripti Sinha

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I am a user experience designer passionate about discovering needs through thoughtful research, understanding systems, stakeholders, and user motivations and behaviors. I specialize in crafting relevant, delightful solutions and experiences that bring ease of use to complex design issues.

Tripti has a strong understanding of our users and the challenges they face, consistently sharing insights and leveraging them to inform her decisions. Her ideas are original, well-founded in data, research, and user experience. Tripti also possesses a solid grasp of design principles and collaborates effectively with team members across design, tech, and social media.- Isha Gulati, Product manager, Open English

SKILLS

Software:	Adobe XD, Figma, Sketch, Canva, Illustrator, Photoshop, Indesign
Proficiency in:	Wire-framing, Information architecture, Visualisation, Conceptualisation, Prototype, Design Thinking, User-centric Research, Systems Thinking, Product Management
Personal:	Team player, Leadership, Management, Trustworthy, Adaptability, Communication, Presentation, Good listener, Conceptual thinker

EXPERIENCE

ENGURU(acquired by OPEN ENGLISH)

BENGALURU, INDIA

User experience Designer

March 2022-Ongoing

- Conducted user-centric research, identifying key needs and gaps in the learning process, leading to 7% increase in conversion within six months.
- Redesigned the complete mobile/web app, providing users with a holistic and guided learning experience, reducing onboarding drop off by 20%
- Elevated sales through innovative designs, layouts, and graphics, crafting compelling style guides for effective marketing.
- Explored diverse ideation avenues for integrating AI tools into the app, enhancing the learning journey, and led the development of a chatbot with cross team collaboration driving a 21% increase in user satisfaction and a 10% increase in app retention within three months.

INTERIOXR

GURUGRAM, INDIA

Independent Consultant

November 2021-February 2022

- Developed high-quality software interfaces for AR/VR platforms by cross collaborating closely with the engineering team.
- Designed and developed websites for multiple projects on Figma and EditorX, contributing to attracting more than 3 investors.
- Led a multidisciplinary team of 3 fellows to create branding kits for different projects, resulting in converging 50 clients in 2 days.

SOHUM INNOVATION LAB

BENGALURU, INDIA

Product design Intern

October 2020-October 2021

- Identified unmet health needs in neonates through intensive research, leading to a software interface that improved diagnosis and treatment.
- Developed software interface, resulting in a 70% increase in diagnostic accuracy in neonatal care.
- Designed and developed a seizure detection device, detecting seizures in more than 150 neonates with a 90% accuracy rate.
- Conceptualized design solutions focusing on usability and ergonomics, utilizing sketching, 3D renderings, mock-ups, and rapid prototyping techniques.

ARIGATO GLOBAL

NEW DELHI, INDIA

Independent Consultant

August, 2020-September, 2020

- Developed attractive and engaging eco friendly product packaging, enhancing the overall brand experience.
- Designed responsive website design, social media marketing layouts, posts, and campaigns, boosting brand engagement and visibility, resulting in 500 orders in 10 days.

BETIC LAB,IIT

MUMBAI, INDIA

Product design Intern

February, 2020-March, 2020

- Redesigned ventilator UI/UX, improving usability and reducing user errors by 7-10%.
- Conceptualized modular camera solution for OT lights, resulting in a 12% efficiency increase and 15% lower production costs.

LUMIUM DESIGN

AHMEDABAD, INDIA

Product design Intern

May, 2019-July, 2019

- Defined product design language and aesthetic directions for Tokyo Keiki's ship controller and ADNOC's personalized office assistant packaging, resulting in a 15% increase in brand recognition.
- Collaborated on CMF, manufacturing, and 3D model for a wireless smart plug, enhancing its integration into the smart home aesthetic.

EXPERIENCE

B.DES – INDUSTRIAL DESIGN

HARYANA, INDIA

National Institute of Design

October, 2016-July, 2020

AWARD

INNOVATION CHALLENGE COVIDSCAPE

DIC IIT ROORKEE, INDIA

Jury's special pick

July 2020