

Namrata Phirke

👋 Product Designer with experience simplifying complex problems into user-centric solutions for SaaS & SaaS platforms, blending creativity and functionality. Outside work, I fuel my creativity through painting, baking, and sculpting miniatures.

PROFESSIONAL EXPERIENCE

Wilcom International, Sydney, AU — UX & Product Designer

Sep 2018 - PRESENT

- Led the end-to-end design and delivery of the team management feature for Wilcom products, enabling organisations to seamlessly purchase, assign, and manage software licences at scale while optimising enterprise workflows and billing.
- Designed Wilcom's business apps, which grew from 0 to 1,000 paid subscribers in just a few months, creating a new revenue stream.
- Led UI/UX design for 7+ product launches and 50+ features & improvements, presenting design prototypes to stakeholders to align UX with business goals and user needs.
- Transitioned a 15+ member team from Adobe XD to Figma and established a design system that streamlined the design process.
- Increased user engagement by 50% on a key project through research, iterative prototyping and usability testing.
- Designed Hatch Academy using Thinkific, providing a structured learning platform for Hatch users, which became widely adopted.

Nemocare, Bangalore, India — Senior Product Designer

Nov 2017 - Jan 2018

- Designed user-centred products by translating insights from user observations into refined prototypes and product concepts.

Key Tech Inc, Baltimore, USA — Industrial Design Intern

Jun 2016 - Aug 2016

- Conducted design research for product development while collaborating on multiple client & internal projects in an agile environment.

Sara Sae Pvt. Ltd., Dehradun, India — Product Designer

Feb 2014 - May 2015

- Designed intuitive user interfaces for monitoring and managing off-grid oil and gas extraction machinery.
- Created comprehensive marketing materials and oversaw product development to ensure alignment with user & business needs.

Godrej & Boyce, Mumbai, India — Product Design Intern

Mar 2013 - Sep 2013 and May 2012 - Jun 2012

- Led the design of a new product that was patented in 6 months.
- Conceptualised and designed a working prototype, enhancing usability through iterative testing and technology evaluations.

CONTACT

www.namrataphirke.com

phirkenamrata@gmail.com

+61 432 667 877

DESIGN SKILLS

UX & Product Design
Interaction Design
User Interface Design
Prototyping, Wireframing
User Persona creation
Usability Research & Testing
Web & Software Design
Journey mapping
Design System Implementation

EDUCATION

Master in Industrial Design

2015 - 2017

Rhode Island School of Design,
USA

Bachelor in Product Design

2009 - 2013

National Institute of Design, India

International Exchange Student

2011 - 2012

Pforzheim University, Germany

SOFT SKILLS

Requirement Gathering
Project Management
Presentation
Empathy
Collaboration

TOOLS

Figma, Adobe XD, Maze, Balsamiq,
Overflow.io, Illustrator, Jira,
Confluence, Photoshop, Google
Analytics, Revenera