





DEEPA VERMA

Product Designer

A design-thinker with a multidisciplinary approach working toward innovatively addressing real-world challenges by combining design and understanding of the intricate workings of the human mind and behaviour.

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DIGITAL SKILLS

Figma & FigJam
Adobe XD
Adobe InDesign
Adobe Photoshop
Adobe Illustrator
Adobe After Effects
GlassBox (Analytical tool)
Zeplin

EDUCATION & CERTIFICATES



IIM-NSRCEL, Bengaluru

Certificate — Entrepreneurial Studies, July-Sept 2019



National Institute of Design, Ahmedabad

Master of Design — Industrial Design, 2013-16



National Institute of Fashion Technology, Mumbai

Bachelor of Design — Fashion Design, 2008-12

WORK EXPERIENCE

Bharat Matrimony, Bengaluru (Remote)

Senior User Experience Designer, Nov 2021-Present

- Crafting an intuitive **vernacular matrimonial** experience for the **Next Billion Users** (Bharat 2.0 users) through the **Jodii** App. Established a **Design System, revamped** various **UX flows** & introduced various new features to increase user engagement & revenue.
- Revamped BharatMatrimony App various payment promotion pages like Sunday & festival promotions page, leading to a **24% more payments, upsell** & the **Main payment page** with an **increased 16%** more attempts.
- Revamped **CRM Helpdesk Support** to address customer queries & issues, and manage customer support tickets.
- Revamped **Customer Service Software** for Bharat Matrimony retail stores.

Let's Park, Bengaluru (Remote)

Consultant Product Designer, Jan-Oct 2021

- For blue-collar users, created a simple and intuitive parking management application that automates parking operations, and optimizes space management to provide a smart and seamless parking experience.

SKILLS

Design Thinking

User Research

Usability testing

UX Flows

Prototyping

Information Architecture

Hi/Low Wireframes

Design System

Android, Web

Visual Design

Sketching

Illustrations

D'Lane, Mumbai

Founder & Creative Designer, Apr 2019-Dec 2020

- Founded **sustainable** clothing label “D'Lane”, offering artistic & artisanal Hemp-based products.

Tracon Exports Pvt. Ltd., Mumbai

Design manager, Mar 2020-Sep 2020

- Designed in-house seasonal collections for home textiles, from forecasts & trends to briefs, and then the entire concept from ideation to the production process.

Heather Grey Corp, Mumbai

Senior Designer, Oct 2017-Jan 2019

- Designed high-end workwear for boutique hotels & resorts (worldwide) considering users' everyday challenges and sociocultural aspects. Worked for clients like TAJ Hotels and Resorts, Hyatt, Alila Diwa Goa, Jannah (Dubai), Swiss Hotel (Singapore), Hilton (Seychelles), McDonald's, etc.

The Asian Heritage Foundation, New Delhi

Designer, Jan-Aug 2017

- Worked as a craft trainer for a World Bank-funded & NRLM-supported project JIYO-II. My responsibility was to introduce design intervention by educating and equipping artisans with design as a tool that enhances their skills, as well as developing prototypes. Served in craft clusters of Kotpad/Orissa, Majurbang/Jharkhand, and Kathmandu/Nepal.

Bombay Rayon Fashion Ltd, Mumbai

Junior Designer, May 2012-April 2013

- Developed in-house sessional collections for 2015 from trends & forecast study.