



Deepa Verma

Product Designer

A versatile Product Designer with 8+ years of experience in the tech and apparel industries, specializing in user-centric design and digital experiences for the past 4+ years. Currently enhancing healthcare experiences at PharmEasy.

EXPERIENCE

PharmEasy, Bengaluru

Senior Product Designer | Sept 2024-Present

Leading the Diagnostics charter, focusing on enhancing the overall lab test booking and search experiences. Also drive AI implementation to optimize and elevate user and healthcare experiences.

Matrimony.com, Bengaluru

Senior User Experience Designer, Nov 2021 - Sept 2024

Focused on crafting an inclusive and intuitive user experience for Bharat 2.0 (Next Billion Users) through the Jodii App, a vernacular matrimonial platform. Established a design system, revamped various UX flows, and introduced new features to increase user engagement and revenue.

Introduced a holiday paywall feature for the BharatMatrimony App, resulting in a 34% increase in payments and a 16% increase in payment attempts.

Revamped the Support Helpdesk to better address customer queries, manage support tickets, and improve customer service. Revamped the customer service software for Matrimony retail stores to enhance operational efficiency and support.

Let's Park, Bengaluru

Consultant Product Designer, Jan - Oct 2021

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

CONTACT

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EDUCATION

National Institute of Design, Ahmedabad

Master of Design, 2017

National Institute of Fashion Technology, Mumbai

Bachelor of Design, 2012

SKILLS

User Experience
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, April 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 hotels & resorts considering users' everyday challenges and sociocultural aspects. Worked for clients like TAJ Hotels and Resorts, Hyatt, 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 role was to introduce design intervention by educating and equipping artisans with design as a tool that enhances their skills. Served in craft clusters of Kotpad/Orissa, Majurbang/Jharkhand, and Kathmandu/Nepal.

Bombay Rayon Fashion Ltd, Mumbai

Junior Designer, May 2012 - April 2013

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

Tools

Figma & FigJam
Adobe XD
Adobe InDesign
Adobe Photoshop
Adobe Illustrator
Adobe After Effects
GlassBox (Analytical tool)
Zeplin
Usability testing
Project management
User research