Diksha Relan

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A Product Designer with 4+ years of hands-on experience in designing end-to-end experiences for web and mobile using customer-focused, design thinking, and innovative design methodology. Her team-oriented approach and mastery of prevalent design tools enable her to work seamlessly with multidisciplinary teams to achieve remarkable achievements.

SKILLS

- UX Research
- Product Strategy
- Design Thinking
- Accessibility Design

- Inclusive Design
- Cross-Platform Design
- Customer Journey Mapping
- User-centred Design Methodologies

- Interaction Design
- Wireframing and Prototyping
- Usability testing (Heuristic Evaluation)

WORK EXPERIENCE

Product Designer | The Ideaz Factory   Chandigarh| December 2022 - Present

Focusing and solving the problem of issuing the shares on the blockchain that will allow investors to buy and sell the unlisted shares of Small and medium Enterprises. Managing the design team to achieve seamless user experience throughout the processes.

- Demonstrated Customer journey mapping and prototype design for the product with regulatory adherence, tax and other modules with law firms across India and UK (Hogan Lovells, Shardul Amarchand Mangaldas & Co).
- Build a user experience framework for issuing shares on Distributed ledger technologies (DLT) with a T+ 0 trading system for seamless transactions.
- Designed a visual portrayal of DRHP which will result in better utilization and analysis of data while trading in the market.
- Performed interviews, and review sessions with the users, and stakeholders which helped the team generate new features such as transparency score, data integration and smart SHA.
- Worked alongside multidisciplinary (managers, chartered accountants, and researchers) teams for the research and discovery phase.
- Created rapid prototypes and wireframes in Figma to explore generative AI integrations and gather real-time user feedback.

Guest Lecturer & External Jury Member | National Institute of Fashion Technology (NIFT)   Panchkula| December 2024 - Present

- Evaluated student projects as an External Jury Member in Interface Design, Information Design, User Experience Design, and Foundation Studies.Assessed innovative design concepts, usability, and visual communication, offering expert critique to strengthen students' design thinking and execution.
- Conducted an expert lecture on Web Design and Information Design, emphasizing user-centric approaches, responsive layouts, User interface design and digital storytelling.
- Delivered a 28-hour lecture series on *Indian Art History and Culture*, integrating interactive assignments and student-led discussions.

Associate Designer (Product) | The Ideaz Factory   Chandigarh| April 2021- December 2022

Delivered the initial versions of SaaS applications, worked with clients to understand the requirements, pain points and end goals for the product. Actively employed by the team members of the Minister of Sports, Youth Affairs and Minister of Information and Broadcasting of India.

- Mapped the design sprint, user experience, and information architecture for the products.
- Launched Android, iOS and web applications for eSahyogi and Asptal (SaaS product) within 6 months each, using an agile approach.
- Ideated and designed the features in eSahyogi that helped users with 50% to 70% increase in their productivity.
- The functionality developed for Asptal not only enhanced user efficiency in data collection but also sparked advancements in rural areas across the country.

Junior Associate Designer | The Ideaz Factory   Chandigarh| August 2019 -April 2021

- Designed brand identities and engaging digital content for renowned entities including The Laugh Club, Chandigarh Comedy Festival, Startup Jalsa, and Medicfiber, TIF, for their target audiences. Crafted visually captivating promotional digital creatives tailored for prominent platforms such as Instagram, BookMyShow, and various websites, leveraging strategic design elements to drive audience engagement and brand recognition.

Design Intern| Phillips   Gurugram | Summer 2018

- Collaborated a high-impact campaign in collaboration with media and advertising teams, earning the endorsement of cricket icon Virat Kohli. Strategically crafted promotional digital creatives for Amazon and the company website, in partnership with a leading advertising agency, to amplify brand presence and audience engagement, while leveraging valuable market insights for optimized impact.

Design Intern | Ecohoy   Jaipur | Fall 2017

- Designed and executed digital and print creatives for festival campaigns.Implemented promotional displays across websites, Instagram, and various social media platforms, optimizing brand visibility and engagement helped in the sales growth by 20 to 40%.

FREELANCE PROJECTS

Delivered user interface projects with the clients spanning different continents across the globe.

- AI based kids story generation application. Designed, prototyped, and created visuals and components for the product interface.
- A super app that consolidates multiple functionalities into a single platform. Designed, prototyped, and created visuals and components for the product interface.
- An occasion donation application which lets the users donate to their nearest on any occasion. Visualized, designed and prototyped the product interface.
- The application allows the users to post their views on the social feed, and create group chats, tournaments, friendly matches and training sessions. Redesigned the brand identity and designed, and prototyped the interface.

EDUCATION

Master of Fine Arts (MFA)- Design/ Applied Arts   2019-2021
Govt.College of Arts | Panjab University, Chandigarh
Bachelor of Fine Arts (BFA)- Design/ Applied Arts   2015-2019
Apeejay College of Fine Arts | Guru Nanak Dev University, Amritsar

ADDITIONAL INFORMATION

Design Tools: Figma | Adobe XD | Adobe Creative Cloud |Miro| Invision| Overflow.
AI and Productivity: Figjam| ChatGPT| Google Editor Suit| Microsoft PowerPoint | Word | Notion.
General: Design Team Management | Problem-Solving | User Feedback Implementation |Quality Assurance.
Certification:

- Google Foundation of User Experience | Coursera
- Human Centered Design|University of California San Diego |Coursera
- Advanced skills as a User Experience Researcher| LinkedIn

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