

Reebhu G

Results-driven Product Designer with 4+ years of experience in creating intuitive, user-centric digital solutions across multiple platforms. Passionate about crafting engaging experiences that drive business growth.

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Experience

Lead - Design & Product

Truminds Software Systems | January 2025 - Present

Senior UX/UI Designer

Amantya Technologies | October 2024 - January 2025

Crafted user-centric designs for Telecom services and Security systems.

Senior Product Designer

Arthmate | June 2024 - September 2024

Led the design of a B2C loan management progressive web app, driving from initial information architecture to visual design. Collaborated with product stakeholders, iterating on user flows & wireframes based on feedback. Finally, delivered the designs to the development team.

Senior UX Designer

Truminds Software Systems | June 2022 - June 2024

Designed multiple B2B, B2C & D2C digital products across multiple platforms by conducting thorough stakeholder interviews and subject matter expert sessions to understand business goals and user needs. Developed comprehensive information architecture, user flows, and visual design concepts, iterating based on stakeholder feedback. Collaborated closely with development teams and conducted regular UX audits to ensure design integrity and achieve project objectives.

Executive UX

Adani Digital Labs | September 2021 - May 2022

Successfully designed features for ATGL's D2C mobile app, focusing on creating intuitive user flows and visual design that align with business objectives.

UX Generalist

Mirra Healthcare | December 2020 - September 2021

Designed B2B SaaS solution for US healthcare insurance companies.

Skill

Research

User interviews, Surveys, Usability testing

Analysis

Empathy mapping, Affinity mapping, Journey mapping, Persona creation, Mind mapping

Ideation

Information architecture, User flows, Wireframes

Design

User experience design, Interaction design, User interface design, Visual design, Low - High fidelity mockup, Digital prototyping

Product Management

Product strategy, Feature prioritisation, Data analysis, Roadmap planning, User experience (UX) driven

Software

Figma, Balsamiq, Miro, Sketch, Adobe XD

Education

Duke CE

Post graduate certification in Product Management

July 2024 - October 2024

Chitkara University

Master of design in User Experience Design

August 2019 - May 2021

Amity University, Gurugram

Bachelor of design

August 2015 - May 2019