

Rishabh Tanwar

Product Designer

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"Empowering users through thoughtful design"

A product designer with 3+ years of experience with strengths in UX design & user research. Previously I have worked in domains ranging from Ed-tech & content monetisation and currently designing AI-driven HR solutions.

Experience

Product Designer • Leena AI

August 2021 – Present | 2 years 8 months

Along with owning company's 'Onboarding & off boarding' product, I have also delivered critical projects in the other products (dashboards). Highlights projects are listed below.

- Streamlined User Access Management

Implemented **RBAC** in the onboarding/off boarding dashboard for HR Admins to manage user permissions effortlessly. The result was a clear user role breakdown leading to enhanced organisational control and security. Module **observed 15% decrease in access control violations**
- Enhanced note-making UX in ERM for HRs

Improved **operational efficiency by 40%** and **reduced note creation time by 30% in Leena AI's** Employee Relationship Management (ERM) module by redesigning the note-taking feature.
- Introduced audience reusability to save time

Designed the **Audience Management** feature in the 'Engage' product, facilitating effortless creation, editing, and deletion of saved audiences for survey management & enhance efficiency by introducing audience reusability during survey creation. **Reduced overall survey creation time by 30%** by enabling users to quickly select and apply saved audiences. Observed **20% reduction in average audience creation time. Achieved 62% user adoption** of the feature within first month, showcasing strong interest and adoption.
- Built employee data integration feature

Designed **employee sync feature**, enabling seamless third-party integration with Leena AI. Created intuitive 'excel import' flow for pulling employee data. Introduced customisable field mapping for data integration & consistency. (Feature under development)
- Contributed in maintaining and expanding design library

by designing new components based on requirements

UX Research & Design • Qour

Dec 2020 – Aug 2021

- Designed the mobile experience for company's content monetisation app
- Created the user-facing interface of the company's NFT platform
- Conducted UX/UI audits & user testing for interface optimisation

UX/UI Intern • Onething Design

Aug 2020 – Nov 2020

- Performed competitive benchmark studies to inform design decisions.
- Designed interview questionnaires
- Created wireframes to visualise interface layouts and structures
- Produced high-fidelity screens & prototypes for detailed design presentation
- Conducted user testing to gather feedback and iterate designs

Education

Masters in Design

National Institute of Fashion Technology

2018 – 2020

BA. Economics

Hindu college, University of Delhi

2015 – 2018

Certifications

Design thinking (2022)

IIT, Delhi

Conducting Usability Test

Interaction Design Foundation

User Research – Methods & Best Practices

Interaction Design Foundation

Skills

- User interviews
- Story boarding
- Journey mapping
- Persona creation
- Information architecture
- User flows & Wire-framing
- Prototyping
- User testing
- Figma
- Framer