

Riddhi Gohil

PRODUCT DESIGNER

CONTACT

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EDUCATION

National Institute of Design, Ahmedabad
Masters in Design, Film and Video Communication; 2020

National Institute of Fashion Technology, Chennai
Bachelors in Design, Leather Design; 2015

Springboard

UI/UX Design Boot-camp;
Dec '19-Aug'20

SKILLS

Product Design

- Figma , Sketch
- Design Tools & Techniques
- Accessibility, User-Centered & Interface Design
- Visual Design
- Prototyping & Wireframing
- Data analysis persona hypothesis
- A/B Testing & Experiment
- Mobile and Responsive Design
- User Research and Testing
- Problem Solving & Critical Thinking
- Feedback Analysis
- Adaptability
- Technical Proficiency
- Data-Informed Design
- Project Management
- Leadership and Mentorship
- Front-End Development Knowledge

- **Adobe:** XD, Premiere Pro, After Effects, Audition, Illustrator, Indesign, Photoshop

POSITIONS OF INTERESTS

- **Social Causes:** Made films around sewage workers, riot victims, women of Sabarmati jail.
- **Social Clubs:** Was a core member of Ethics, Social Service & Environment at NIFT, Chennai (ESSE) Club.
- **Organisational skills:** Core member of organising committee for Spectrum'13 & '14 for NIFT Graduation Shows.

LAL10, INDIA

SENIOR PRODUCT DESIGNER

Dec 2022 - Present

Key Achievements

- Led the **development & launch of two applications** digitizing entire supply chain at lal10.
- Increased revenue by **14% for repeat orders** with buyers directly ordering via Buyer's App.
- **Reduced artisans' production time by 9%** by digitizing the manual manufacturing process.
- **Collaborated with a cross-functional team of 15 members** including engineering, design, marketing, and sales to ensure successful product design and development.

LAL10 for Brands

- **Led the design and development** of a new B2B application, focusing on UX and UI design.
- Achieved a **25% improvement** in user retention by designing and prioritizing key features such as product search, comparison, and order tracking.
- Enhanced **new user acquisition by 20%** by designing user-friendly onboarding experiences and collaborating on marketing campaigns.
- **40% reduction** in customer order related queries by implementing an order tracking system.
- Conducted post-launch user feedback sessions, identified areas for improvement, and implemented design enhancements.

LAL10 for Manufacturers

- Designed and launched Manufacturer's App, **improving MSME efficiency by 30%**, leading to **faster order processing** and better resource utilization.
- Developed a robust order management feature, reducing order processing times by **35%**.
- Created intuitive interfaces for real-time data analytics in inventory management, reducing holding **costs by 20%** and improving **order accuracy by 25%**.
- Designed comprehensive dashboards showcasing KPIs for revenue, order delivery performance, and inventory management, enhancing data-driven decision-making.
- Designed and facilitated a **2-week training program for over 50 staff members** to ensure seamless adoption of the new app

MOBILE PREMIER LEAGUE (MPL GAMING), INDIA

PRODUCT DESIGNER

Oct 2021 - Nov 2022

Key Achievements

- Launched **6 apps**, acquiring **2.5M users** in 6 months, increasing **INR 20Mn revenue**.
- Developed wireframes & user-flows, reducing development time by **15%** & boosting design accuracy by 10%.
- Enhanced UX by applying design principles, **increasing conversion rates by 25%**.
- Redesigned UI for 5 apps, led to **2X user engagement** & 50% downloads increment.
- Directed a 5-member cross functional team to develop 3 mobile apps.
- Received "Outstanding Contribution Award" for 2 consecutive quarters, as 1 of 2 out of 45 design team members.

MPL Card Games (Free/Pay to Play)

- Led **end to end development** of 2 card-game apps, achieving **90% user monetization**.
- Developed flow, low-high fidelity designs, app icons, and splash-screens for the app.
- Achieved a **40% increase** in user login rate through design improvements.

MPL Loyalty Program

- Increased high rollers' engagement by 30% and in-app purchases by 25% through a reward system.
- Conducted user surveys with **90% positive sentiment** from high rollers.

MVNP (Massive Visits No Play) - WebApp

- Led the initiative to broaden user accessibility for a mobile game by introducing a web application, resulting in improved user onboarding and increased engagement.
- **400% hike in daily active users** by applying user-centric design & engagement features

LAL10, INDIA

PRODUCT AND COMMUNICATION DESIGNER

Jan 2020 - Aug 2021

- Conducted **50+ interviews** and storyboarding sessions to identify manufacturers' challenges.
- Created **low fidelity and interactive prototypes**, reducing design iteration time by 20%.
- Developed **user-flows** and designed **wireframes** and test UI for mobile-first users thereby increasing **user retention by 25% & engagement by 40%**.
- Collaborated with engineering, marketing, and sales teams to align design outputs with business goals.
- Conducted usability testing sessions & integrated feedback, led to higher user satisfaction.
- Utilized market research to inform design decisions.
- Video documented artisan stories in Bhujodi and Nirona, Kutch, generating engaging content for marketing, sales, and investor presentations.

STUDIO 4 (DIGITAL MARKETING - ADVERTISING AGENCY), INDIA

ADVERTISEMENT AND FILM EDITOR -FREELANCE

May 2019- Dec 2019

- **StriveOn:** StriveOn is an American travel app aimed at local travellers. It brings a traveller to live their travel to the fullest. This is an advertisement film made for StriveOn represents the experience it brings to its travelers.
- **Aadya Initiative:** Combat Blindness International: A vision revolution initiated to empower women to learn about eye examinations and help people coming from rural India.
- **Unhotel:** A short advertisement film about travel experiences around South Asia and Europe.
- **Unhotel:** Advertisement film about Forrest and their Experience around the nature.