Gitanjali

view portfolio ↗ /in/gitanjalixdesign gitanjalixdesign@gmail.com +91 9880950972

Summary

Product Designer combining product strategy, UX, and UI craft to build intuitive digital experiences. Skilled in interaction design, design systems, and AI-powered workflows, with a focus on prototyping and shipping products using code and AI.

Experience

Lokal | Product Designer I

01/2026 – Current

Own end-to-end design for a language-learning app, from user flows and interaction design to polished UI. Contributed to increasing conversion, retention, and revenue growth through user-centered product improvements.

Extend product experiences into new feature areas while maintaining consistent design systems and interaction patterns.

Collaborated with cross-functional teams across research and marketing, partnering with engineering on edge cases and implementation handoff.

Develop brand identities and visual directions aligned with product goals.

Offlyn | Product Design Consultant

06/2025 – 09/2025

Led redesign of a mobile-first event platform. Owned end-to-end workflows for event creation, booking, RSVP, and customisation flows, ensuring intuitive journeys across mobile and web.

Triorama AI | UI/UX Designer

01/2024 – 06/2025

Led UI for a multi-industry 3D configurator, creating modular drag-and-drop interfaces that reduced configuration time by 40% for users. Developed scalable design systems and visual assets for luxury brands, maintaining consistency across varied product categories and complex workflows.

Created branded decks, product demos, and pitch visuals that contributed directly to client acquisition and validation processes.

Nalli | UI/UX Intern

10/2023 – 12/2023

Conducted research and analytics across 1,000+ Microsoft Clarity sessions to identify navigation gaps and drop-off points.

Delivered a revised information architecture that improved browsing flow and boosted visibility for priority product categories. Redesigned the IA, reducing navigation time by 10 seconds and decreasing reliance on the search bar by 25%.

Education

BMS School Of Architecture B.Arch

2018 - 2023

Certifications: UX Design Professional Certificate (Google), UI/UX Kickstarter Workshop (Growth School), Product Design Virtual Experience Program (Accenture), Product Management (Internshala)

Skills/Tools

Product Strategy & Thinking, UX Research, Interaction Design, User Flows, Wireframing & Prototyping, Design Systems, Usability Testing, Information Architecture, Accessibility, AI-Integrated UX, Data Analytics

Tools: Claude, Figma, Framer, Photoshop, Lottie, HTML/CSS, Rive, ChatGPT (workflow automation, UX writing) Clickup, Midjourney (visual exploration)