Sushant Jaiswal

Senior Product Designer

jai.sushant@gmail.com
+91-9902473708
Portfolio Link

WORK EXPERIENCE

Founder

Loudrthn Collective | May '25 - Present

- Founded Loudrthn Collective (OPC) Pvt. Ltd.
- Founded and Launched Evil Onigiri, a Japanese themed restaurant in Bangalore

Product Design Consultant

Self-Employed | March '24 - Present

- Led design of a teacher dashboard from problem framing to high-fidelity UI with the aim of streamlining their daily schedule
- Redesigned the Product Detail Page to fix the modularity and scalability issues

Senior Product Designer

Meesho | March '22 - January '24

- Design lead for merchant activation and retention charters
- Design lead for consumer gamification and social commerce charters
- Owned multiple versions and led product & design solution for a merchant dashboard making a real impact on daily business operations
- Redesigned merchant activation flow to improve activation by 10%
- Conducted quick experiments to improve user engagement

Senior Product Designer (Founding Designer)

Loop | July '20 - March '21 (Consultant) | April '21 - Jan '22 (Full-time)

- Founding designer: owned design for 6+ B2B2C products serving employers, employees on one health-benefits platform
- Set up the design foundation for a young product organisation
- Hired and mentored designers

Product Design Consultant

Cure.fit | July '19 - Nov '20

- Owned a doctor facing product and responsible for major product redesign with the aim to reduce prescription creation time
- Conducted design sprint to identify problem areas and solutions

User Experience Designer

Inkoniq | April '18 - April '21

- Collaborated with clients from various domains to successfully deliver design solutions
- Served as a supporting faculty at Jumpcatch UX Academy

SKILLS

High Fidelity Design & Prototyping

Design Sprints

Product Strategy

Wireframing

Visual Design

Research

TOOLS

Figma

Framer

Sketch

Jitter

Invision

Photoshop

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WORK EXPERIENCE

User Experience Designer

Webenza | April '17 - Dec '17

- Collaborated with clients from various domains to understand business and design requirements
- Collaborated with visual design and development teams to maintain project timelines

EDUCATION

M.A. Marketing and Management Communications

Commits, Bangalore | 2015-2017

B.A. English

St. Xavier's College, Kolkata | 2011-2014

CERTIFICATION

Applied Neuromarketing

ConversionXL

Principles + Practices for Great UI Design

Udemy