



Arnav Das

Senior User Experience Designer

Profile

I am an experienced Designer and mentor with **5.5 years** of extensive experience crafting engaging digital experiences. I believe in active collaboration with multidisciplinary stakeholders, which can result in meaningful solutions for human problems. Understanding quantitative, Data and human behavior are key ingredients in my design process.

3 time Award winner at Bajaj Finserv Health.

Employment History

Senior Designer at Bajaj Finserv Health , Pune

May 2023 — Present

As a Senior Designer at Labs Booking Squad, I lead UX design projects, manage & mentor a team of young designers. Some of the projects I have worked on include:

Individual Contribution:

- Designed the **Smart Lab Test Booking Journey** through prescription upload, leading to a 20% increase in booking conversion rate. One of its kind OCR based Prescription to test booking.
- Enabled **Radiology Services** through a digital journey, resulting in an increase from 800 to 1400 bookings in 3 months post-release.
- Designed the **New Global Search** experience for Doctor, lab test and hospital search, with expected outcomes of up to a 40% improvement in conversion rates.
- Revamped the **Agent Booking Portal 3.0**, reducing agent turnaround time by 20%.
- Conducted customer **Voice-of-Customer (VoC)** research for the reimbursement to cashless initiative, Intervened through designs resulting in 18% reduction in reimbursement rates.
- Led design-driven innovation, resulting in the go-live of the "**Personalized Health Insights** feature that predicts age-based disease risks " based on health data.
- Designed " Health pay plus " feature flow for **Bajaj pay**

Additional Responsibilities:

- Design ops contribution: Maintenance of Design System, Lead design workshops, Design management (Epics & stories mgmt.)
- Use-case Identification of component Design system
- Lab post-booking template creation for design system (to be measured by reduction of customer calls)
- Hyper local Lab platform design (MVP success)
- Service Guarantee support (to be measured by reduction of customer calls)
- CSR participation

Details

Pune

India

+91-6000484496

arnav.ratio@gmail.com

Skills

User Experience

Interaction Design

Design Thinking

Customer Experience

Ethnography

Design management

Leadership

Ability to Work Under Pressure

Adaptability

Languages

English

Hindi

Hobbies

Yoga, Illustration making, Futures thinking, Adventure bike rides

Senior product designer at Citrix, Bengaluru

June 2022 — February 2023

Worked on designing on-boarding journey of data sources on Analytics platform .

Senior Ux Researcher at Inmobi technologies , Bengaluru

October 2021 — May 2022

Led UX research efforts in evaluating design hypotheses using UX research methods, including card sorting, usability testing, user interviews, and discovery research

UX Designer II at Honeywell Technologies , Bengaluru

May 2019 — September 2021

- Designed and lead the Alarms for performance management for Industrial plants
- Designed and collaborated with Aviation avionics teams on Data manager for flight cockpits

🎓 Education

M.Des, National Institute of Design, Ahmedabad

August 2016 — August 2019

Post-graduate degree in New media design focussed on Human-computer interaction design.

B.Arch, Guru Gobind Singh Indraprastha University , New Delhi

August 2010 — May 2015

Graduated with Architectural design

🏢 Internships

Ux researcher at OYO rooms head quarters , Gurgaon

Design intern at Ahmedabad university

Architectural intern at Dada & partners , Gurgaon

★ Awards & Recognition

MVP of the Quarter award for Design-driven product Innovation realization.

consistently pushing for innovation and achieved exceptional progress on the 5X transformation. He proactively spearheaded the lab revamp journey, expertly leveraged teams talent, exceeded expectations, and conducted exceptional exploration of design concepts.

Limelight Award for UX contribution to HealthPay plus journey spearheading the creation of intuitive UX flows for HealthPay Plus and offered critical insights from a user perspective. He ensured that all design changes were seamlessly incorporated with thorough checks.

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