

Rajat Garg

Senior Product Designer with 6+ years experience

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EXPERIENCE

Lenskart — Product Designer

Sep 2022 – Present

- Owning end-to-end experience design for **Lenskart's Omni-channel pod**, aligning online & in-store customer journeys across **mobile app, iPad POS & Store TV**.
- Led design of **in-store eye test journey** for **1600+ stores** that **reduced wait time by 38% & increased sales conversions by 2.7%** in Q2 2023. [Read case study](#)
- Conducted **contextual inquiry** through store visits, **UX audits** & competitor **benchmarking** (retail kiosks, airports) to identify systemic friction points.
- **Redesigned lens discovery** on customer mobile app & iPad POS to **reduce drop-offs** caused by unclear compatibility of eyeframes & powered lenses.
- Collaborated closely with PMs & developers using **sprint-based delivery** & hypothesis-driven validation.
- Reviewed work of junior designers on user flow, systems thinking & visual layout.

dox2U — Product Designer

Jun 2020 – Aug 2022

- Partnered with product owner to **define & maintain product roadmap**, breaking high-level requirements into **epics, features & user stories**.
- **Designed core workflows** for doc upload, smart tagging & sharing ensuring consistency across **web app, admin panel** & text-extraction engine. [Read here](#)
- Led design initiatives to refine product-market fit & **iterated quickly on feedback from B2B clients**.
- Embedded design thinking into sprint cycles, owning delivery from **low-fidelity wireframes to dev-ready mockups**.
- Proactively collaborated with PMs, developers & QA for sprint-based iteration, **backlog refinement** & end-to-end delivery.

Apporio Infolabs — UI/UX Designer

Mar 2019 – May 2020

- Designed **on-demand mobile apps, dashboards & landing pages for B2B & logistics clients** across domains such as taxi-booking.
- **Notable project:** logistics ops dashboard for Nigerian government, managing multiple interfaces across truck driver, manager & admin roles.
- Focused on **visual hierarchy, responsive grid systems** & UX conception.

EDUCATION

Foundations of UX Design — Coursera

2022

B.Tech (IT) — IP University, Delhi

2012 – 2016

SKILLS

Research & Discovery:

Contextual inquiry, heuristic evaluation, usability audits, affinity mapping, user flow analysis.

Product Thinking:

Epic/feature/user story breakdown, roadmap alignment, design KPIs.

Interface & Systems Design:

Figma, atomic design, responsive UI, tokens & design systems (web, iPad, mobile & POS), prototyping.

Collaboration & Delivery:

Cross-functional sprints, Jira/Notion, detailed dev-handoff, backlog grooming, stakeholder sync.

Toolkit:

Figma, FigJam, Framer, Notion, Jira, ChatGPT (UI audits & testing support), Storybook.

PROFILE

6+ years of product design

experience across B2C, SaaS & retail, leading end-to-end UX for mobile, iPad POS & omnichannel systems.

Collaborative, calm & outcome-driven. **Work closely with PMs, devs & business teams** to ship practical designs that deliver impact.