

SUCHITA NAYYAR

Product Designer

✉ suchitanayyar1997@gmail.com

☎ +91 9920515410

📁 [Design portfolio](#)

SUMMARY

Product Designer with 4+ years of design experience, including **2.3 years designing 0→1 consumer and AI products across growth stage startups** with focus in creating delightful user experiences.

WORK EXPERIENCE

Product Designer – UnlockLife

Dec 23 – Mar 26

- **Led end-to-end design of UnlockLife's Website, App, AI Chat** and internal products in collaboration with founders and engineering teams.
- Redesigned and launched the company website, increasing **membership inquiries by 40%**.
- Owned the latest mobile app version, designing key journeys across events, memberships, AI chat, and community experiences; contributed to **10,000+ app downloads**.
- Designed **Shravan AI** end-to-end, including onboarding, conversation flows, and membership experiences.
- Designed and shipped a **Quiz Management System, replacing manual workflows** with automated quiz creation and scoring.
- Conducted **user interviews, usability testing**, and field research with senior citizens to validate product decisions.
- Built and maintained a **scalable design system** across web and mobile platforms.

Graphic Designer – Gozpop pvt.ltd

Nov 2021 – Feb 2023

- Designed campaigns and digital assets for brands including **IIFA, Taj Hotels, Tata Steel, Reliance Hospital, and Nasher Miles**.
- Led visual concept development, social media creatives, and campaign execution across multi-channel campaigns.

EDUCATION

10K Designers Product Design cohort

2022 – 2023

Bachelors in BBI – Sk Somaiya college, Mumbai

2015 – 2018

TOOLS

- Figma
- Claude
- Lovable AI
- Adobe Photoshop
- Adobe Illustrator
- Notion
- Stitch
- After effects
- Lottie

DESIGN EXPERTISE

UX Design | UI Design | App Design | Interaction Design | Design Systems | Information Architecture (IA) | Accessibility Design (WCAG AAA) | Brand Design | Website design | Usability testing

AWARDS: Best Employee Award, UnlockLife – Q1 2025