

Sumit Raj

Product + Interaction designer

+91 9835898815
isumit96@gmail.com
sumit.design

WORK EXPERIENCE



GoJek

Bengaluru, India

2019 - 2023

Full Time

Senior Product Designer

Sep '22 - Aug '23

- Redesigned Merchant Profile experience, aiding quicker decision-making.
- Led the successful design and execution of the Ramadan Campaign that got over x% views and 2x% engagement.
- Designed several experiments to improve ETA compliance on GoFood order tracking. Resulted in 6% compliance increase.
- Developed a Figma plugin as a personal project to integrate live production data into designs, preemptively addressing potential data-related issues in the design phase, averting troubleshooting during development.

Principal Interaction Designer

Nov '21 - Aug '22

- Led initiatives enhancing GoJek home experience accessibility, reaching 100% Level 1 compliance.
- Worked on integrating support for assistive tech like screen readers into the home experience to reach 100% level 2 compliance
- Handled collaboration between the Consumer Experience team and interaction designers, ensured 100% timelines are met.

Senior Interaction Designer

Jan '21 - Oct '21

- Handled the redesign of GoFood's checkout and order tracking experiences with a focus on faster checkouts, better promo visibility and decreased anxiety on tracking. The revamped flow reduced post order cancellations from 0.2% to 0.12%.
- Streamlined product onboarding design pattern throughout GoFood, also establishing a cohesive framework for GoJek wide usage.

Interaction Designer

Apr '19 - Dec '20

- Designed the GoFood Pickup experience, now processing over 20k daily orders.
- Designed the consumer and merchant facing Super Partner experiences, overseeing the transition from 2% to 98% total order volume. This was instrumental in decreasing driver wait times by 18% and helped increase GoFood's BCR by 10%.
- Led high-impact customer initiatives for merchant growth like enhanced merchant app with multi outlet management which benefited over 12% merchants by providing single point access to all their outlets..

Design Intern

Sep '18 - Mar '19

- Contributed in building Asphalt, Gojek's first design language system, supporting over 20+ products.
- Provided help with motion design and prototyping support to ongoing projects.



Freelance Design Consultant

Remote

2014 - 2019

Part Time

- Worked on a variety of projects spanning across industries like ecommerce, social media, food delivery and more.
- Managed 30+ clients from over 20+ countries across various time zones, maintaining an overall rating of 4.7/5. [Link](#)

EDUCATION



Kalinga Institute of Information Technology

B.Tech in Computer Science

2015 - 2019

EXPERTISE

Hands-on skills

Design Thinking, UX Research, Product Design, Design Experimentation, Data Analysis, Interface Design, Design Systems, Digital Accessibility, Software Development

Tools worked with

Figma, Sketch, Abstract, Principle, Protopie, After Effects, Photoshop, Zeplin, Rotato

ACHIEVEMENTS

2019 Started a design driven apparel brand in college, ran for 3 months, sold over 100k+ worth of merchandise. [Link](#)

2017 Led a team of 20+ individuals to organize and manage multiple events with more than 50k+ combined footfall. [Link](#)

2016 Headed the design team for College's Entrepreneurship Cell, organizing workshops and talks for upskilling students. [Link](#)

2013 Won GSF HighSchoolGeeks Hackathon, worked with their accelerator program in std 12th. [Link](#)

2012 Created a full fledged social networking service on LAMP stack in std 11th that gained over 6000+ users. [Link](#)