

Muskaan Verma

Product Designer & Strategy | muskaanverma547@gmail.com | [LinkedIn](#) | [Portfolio](#) | +919592591329

SKILLS

Design Skills: Product Design, Wireframing, Prototyping, User Research, Usability Testing, Journey Mapping, Storytelling

Technical Skills/Tools: Figma, AdobeXD, Google Analytics, Amplitude, Notion, Microsoft Clarity

Collaboration & Project Management: Cross-Functional Collaboration, Agile Methodologies, Stakeholder Communication

Key Strengths: Design Systems, Interaction Design, Conversion Optimization, A/B Testing, User Personas, Information Architecture

EXPERIENCE

QUILLBOT

Product Designer

Jaipur

July 2023- Present

- Led design research, such as quantitative data, competitive analysis, user feedback, site metrics, & usability testing.
- Collaborated daily with cross-functional teams, including product managers, engineers, and designers.
- Redesign the Paraphrasing-Tool.com domain website, which resulted in a 75% clicks improvement on a daily level basis.
- Achieved a 125% improvement in CTR and a 131% increase in extension installs.
- Led a comprehensive UI refresh of QuillBot's homepage, resulting in a 600% increase in clicks over the baseline.
- Optimised Top header for promoting chrome extension, resulting in a 20% increase in click and improvement in retention.

Squareboat

Product Designer

Gurgaon

Jan 2022 - July 2023

- Responsible for leading multiple projects for startups and enterprise clients. Successfully delivered 16+ digital experiences for clients like Dr. Reddy's, SISO, Huddle, Accacia and more.
- Mentored a team of designers, providing guidance and support on various projects.
- Create a wide range of design system for Fastn using Figma tokens.

ECHO INDIA

UI/UX Designer

Delhi

Jun 2020 - Jan 2022

- Worked on redesigning the company's website.
- Leading designing the master design system to maintain consistency in the product.
- Developed comprehensive UX flows to ensure a smooth, streamlined, intuitive experience for users across platforms.

EDUCATION

ECHELON INSTITUTE OF TECHNOLOGY

Bachelor of Technology, Computer Science

Aug 2016- Jan 2020

Cumulative GPA: 7.8

ACHIEVEMENTS

Top Performer

March 2022 | Squareboat

Designathon Winner

August 2023 | Grid Design Studio

PROJECTS

HUDLE

- Conduct both qualitative and quantitative research to understand user needs, behaviors, and pain points.
- Lead the design process from ideation to final visual designs that cater to the needs of sports enthusiasts using the Hudle.

Grid Design Studio

- Collaborate closely with the team to transform ideas into impactful digital products, ensuring alignment with brand identity.
- Create visually compelling and intuitive user interfaces that prioritize usability and customer engagement.