

# Anisha Bhatt

Service & Product Designer

[Portfolio](#) | [Linkedin](#) | [Website](#)

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## EDUCATION

Sept 2023 - Jul 2024 **MA in Service Design**

Royal college of Art, London

Sept 2015 - Dec 2019 **B. Des in Industrial design**

National Institute of Design, Andhra Pradesh

## WORK EXPERIENCE

Feb 2021 - July 2023 **Gojek, India**

Product Designer 2 | Product Designer

- Led design efforts to redesign the pre and post-booking flow on the GoSend consumer app, which led to ~5% improvement in the funnel conversion rates.
- Led design efforts to introduce the single-pickup multi-drop feature to place multi-drop orders with a completion rate of 73%
- Led design efforts to launch premium tiered insurance with 34% of completed orders with premium insurance option (vs 5% of completed orders of premium insurance option in the old flow)
- Worked on an unreleased initiative to launch the GoSend service in Singapore which required customisation in the home screen and the user flow.
- Led design efforts as a sole designer to conceptualise and build a logistics management platform from 0 to 1. After a successful pilot run, The platform saw 100% adoption in one of the hubs as a result.

Feb 2019 - Jan 2021 **ThoughtWorks, India**

Experience Designer | Experience Design Intern

- Led research efforts for the foundational research around visitors' experience which included user interviews, secondary research and service blueprint and as a result designed a visitor management tool for internal use.
- Led design efforts for a Pricing tool and a Clustering tool for a major US retail company which included regular user testing, user flow improvements and UI design.
- Worked on client proposals for an education platform for a premier group of schools in India and a promotional website for a financial product for a major Indian bank.
- Led design efforts to build an attrition dashboard for the internal HR teams which included prototyping, user testing and UI design.

## SKILLS

**Design** Service Design, Strategic design, Speculative Design, Design Strategy, Behavioural Design, UX Design, Interaction Design, Visual Design, User Research, Rapid Prototyping, Usability Testing, Data Analysis, Data Visualisation, Heuristic Evaluation

**Tools** Adobe Suite, Figma, Sketch, Invision, Miro, Rhino, Sketchup, KeyShot, Tableau, AutoCAD, Cinema4D, HTML, R, Arduino, 3D printing, Laser cutting