



Noorudheen.A

Product Designer

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<https://noorudheen.in/>

CORE SKILLS

Design Thinking
Competitor Analysis,
User Research, User flow,
Wireframe, Prototyping and
Interactions, Design system and
Visual Design

DESIGN TOOLS

Sketch & Figma,
Photoshop & Illustrator
InVision, Zeplin

DEVELOPMENT SKILLS

HTML, CSS, Java Script,
Responsive Design

SOCIAL MEDIA

[in linkedin.com/in/noorudheen786](https://www.linkedin.com/in/noorudheen786)

[Bē behance.net/noorudheen786](https://www.behance.net/noorudheen786)

[Portfolio-2023](#)

EXPERIENCE

Product Designer

Bigbasket

May 2020 - Present

- Revamped the bigbasket website (Home, PL, PDP, basket page, header & footer etc...)
- Designed seamless Checkout flow. and also introduced a Map-based address flow to increase conversion by reducing the user effort.
- Integrated Tata Neu Feature in to the bigbasket platform.
- Created new design system & UI kit for the website.
- Working on the growth KI for improving the customer experiences and the business goals.
- Revamping the entire bigbasket wallet experience.
- Analysing the product performance using the tool Microsoft Clarity, and improving the experience.

UI/UX Designer

Lulu Forex

March 2018 - April 2020

- Designed wallet experience for LuLu money app
- Crafted a complete AI Customer onboarding experience.
- Revamped different features in Lulu money
- Created designs for on different B2B and B2C products.
- Developed UI for the hybrid mobile apps, web apps using different frameworks.

Web Designer

Shrishti Info Solutions

Nov 2016 - March 2018

- Created UI for the mobile and web platforms for multiple clients.
- PSD to HTML conversion using the Bootstrap frameworks.
- Created social media posters and banners.

EDUCATION

Master of Computer Application

2014 - 2016

Bachelor of Computer Application

2011 - 2014