

# Paurush Rath

UX Designer

## Contact

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Dublin, Ireland

## Trade Skills

Information Architecture

Wireframes

User Testing

Rapid Prototyping

User Interface Design

Usability Testing

Design Systems

Surveys

Data Analytics

Interviews

## Tools

Figma,

Adobe XD, PS, PP, AE

HTML, CSS & JS

Balsamiq, Proto.io

Unity, Blender

## Soft Skills

Presentations

Workshops

Collaboration

Leadership

Adaptation

[paurushrathi.com](http://paurushrathi.com)

## Experience

**Agoda** — Product designer

Sept 22 – Present, Bangkok (Thailand)

- Part of the Growth team - owning Cashback and Promos.

**Microsoft** — UX Designer 2

Sept 21 – May 22, Dublin (Ireland)

- Optimising transaction scenarios at various surfaces to help MS Office users find suitable products & improve conversions.

**Ukio** — Product Design lead

Sept 20 – Aug 21, Remote (Ireland)

- Led a team of 3 designers to revamp the customer website which increased sales by ~240% and new signups by ~600%.
- Shipped customer apps from scratch on android and IOS.

**ZVKY Game Studio** — UI/UX Designer

Oct 18 – Jul 19, Bangalore

- My11Circle - Fantasy sports app with 13 Mil users in 6 months.
- Rummy Circle - Spinwheel increased new user retention (23%).
- Snapd (SaaS) - Worked on AR dashboard & online AR editor.

**Freelance** — UI/UX Designer

Apr 17 – Aug 18, New Delhi

- GoBikes (Ecom)- Designed the website for vehicle rental.
- MyWanderlust - Revamped the UX for a travel website.
- ImaginXP - Taught the UX jumpstarter course to 15 students.

**Olygo** — UI/UX Designer

Jul 16 – Jan 17, New Delhi

- Designed and shipped the E-commerce platform for fitness startup across mobile and web.

## Education

**NCAD** — Master of Interaction Design

Sept 2019 – Aug 2020, Dublin (Ireland)

- Elected as the class representative
- Worked with Dublin city council for service design projects
- Re-designed the service of emergency at Mater Hospital

**IIIT Delhi** — Bachelor of Electronics Engineering

Aug 2014 – May 2018, New Delhi

- Appointed as the captain of the cricket team for 2 yrs
- Creative lead for the techfest - ESYA 2021
- Co-founded IPPL, a cricket tournament played every year