



DISHA HARI

Hybrid Product Designer & Manager

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Panchkula, Haryana

PROFILE



I'm a Product Designer & manager creating a more connected, easier to use world. With over 8+ years of experience in design. I am always learning everyday and I believe in working collaboratively, with communication & constructive criticism. I've always admired how thoughtful design has the power to change our world. Whether it's through simplifying one interaction or giving users an opportunity to view things through a new lens. In the past few years, I've found myself in doing visual design, Interaction design, UI/UX design along with Product Management.

EDUCATION



2011-2015

B.Des Textile Design

National Institute of Fashion Technology

2008-2010

High School

Mody School, Lakshmanagarh, Rajasthan

1997-2008

Junior/Senior School

Gyan Vihar School, Jaipur, India

SOFTWARE



- Adobe XD
- Figma
- Adobe Photoshop
- Adobe InDesign
- Adobe Illustrator
- Hotjar

WORK EXPERIENCE



Feb 2023 - Present

Hybrid Product Designer & Manager

Grazitti Interactive, Panchkula, Haryana

I orchestrate a dynamic blend of strategic product management and creative design responsibilities. My daily tasks encompass crafting compelling user stories, conducting rigorous competitive analyses to inform strategic decisions, and collaborating seamlessly with engineering, marketing, and sales teams. Acting as a bridge between design and development, I work closely with engineering counterparts to translate design concepts into feasible solutions while ensuring a smooth handoff process. Simultaneously, my role involves active collaboration with marketing and sales teams to align design decisions with overarching business objectives and contribute to effective go-to-market strategies. Through prototyping, iterative design processes, and user-centered design principles, I strive to deliver products that not only meet user expectations but also excel in the market. Additionally, I actively contribute to shaping the product roadmap, prioritizing features based on user impact and business value. Overall, my responsibilities extend to effective stakeholder communication, fostering a collaborative environment, and ensuring that the intersection of product management and design is optimized for innovation and success.

December 2017 - Feb 2023

Sr. Product Designer | SearchUnify

Grazitti Interactive, Panchkula, Haryana

Created user experience goals, priorities, and deliverables that align with product milestones, coordinate multiple projects to completion and drive adoption of user experience practices. Engaged with multiple project stakeholders, including product managers, engineers, and other designers in drafting & brainstorming initial concepts. Conveyed design ideas and end-to-end user experience via sketches, storyboards, high-fidelity mockups, prototypes, or animations. Created designs that meet product objectives, fit within product guidelines, and respond to user feedback and usability testing findings. I am an advocate for the user. Also conduct primary and/or secondary research, as well as quick rounds of usability tests.

July 2017 - December 2017

Sr. Designer - Team Leader

Design Boxed, Mohali, Punjab

I was leading a team of 12 to 14 designers, To check the quality and quantity of their work along with guiding them through themes and the story boarding for any creative layout for the client. Working with clients and handling their end to end requirements for social media, live events and creating innovative graphics/cartoons.

SKILLS



- Prototyping, Wireframe, User Flows
- User Research and Usability Testing
- UX Design
- Visual Design
- Prioritization
- Time Management

AWARDS



2015

BEST GRADUATION PROJECT

National Institute of Fashion Technology

CERTIFICATIONS



2021

BECOME A UX DESIGNER FROM SCRATCH

Interaction Design Foundation (IxDF)

2021

USER EXPERIENCE THE BEGINNER'S GUIDE

Interaction Design Foundation (IxDF)

2021

FUNDAMENTALS OF DIGITAL MARKETING

Google

2021


FOUNDATIONS OF USER EXPERIENCE (UX) DESIGN


Google

SOCIAL MEDIA



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WORK EXPERIENCE (CONTINUED)

April
2016
-
March
2017

Sr. Visualizer

Scoopwhoop Media Pvt. Ltd, Chattarpur, New Delhi

- To Create different templates of creative banners for brand articles.
- To Create a design for pic post of different Facebook pages like OmNomNom, Womaniyeah, What's the score, Wordgasm, Scoopwhoop Videos, Wanderlust, Bakchod Begum, Vagabomb.
- To Create a creative posters for ScoopWhoop (LIVE) Videos.
- To Create different templates of creative graphic designs for an article.

June
2015
-
December
2015

Textile Designer

Trident Group, Ludhiana

- Developing/Creating Prints & Designs as per Buyer's mood boards.
- Creating New Packaging Designs.
- Trend Analysis & Creating jacquard patterns
- Designed / developed Beach/Bath towels both prints & weave patterns.
- For customers like ASDA, Target, Myers, Migros, H&G, Dunnes, And also for USMW and HEIMTEX.
- Designed packaging for Sports Towel PLAY.
- Designed Bedsheets with coordinated pillow cover and duvet cover. For USMW (U.S MARKET WEEK).
- Developed a range of Embroidered Towels for Hiemtex Fair in Frankfurt. Photoshoots for catalogues and website for online sales.
- Borders and Textures for towels for Heimtex.
- Designed emailers for Rakshabandhan.
- Did research on the upcoming Trends for Bath and Beach towels comparing different brands on the basis of price points, colours,

November
2014
-
April
2015

Design Intern

Abis Design, Noida

Completing my Graduation Project with 3 collection for Bedding.

1. Pier1
2. Debenhams
3. Land of Nods (Kids Collection)

Won the best graduation project award

HOBBIES AND INTERESTS



Reading



Gaming



Photography



Traveling