

Anisha Raj

Lead Product Designer

- anisharaj30@gmail.com
- +91 9833 9698 35
- Portfolio
- password: amazing!



Lead Product Designer with **10+ years** of experience designing at scale, currently leading UX strategy and customer experience at Rapido (6M+ daily rides). My superpower lies in connecting user behavior and business outcomes — using qualitative insights, usage patterns, and data to design with both empathy and intent. A strong believer in design as a team sport, I invest as much in alignment, trust, and collaboration as I do in craft. Early years in fast-moving startups gave me a bias for action, systems thinking, and the ability to make sound decisions even under ambiguity.

EDUCATION

- Service Design certification (2023) Interaction.Org
- CUA (Certified Usability analyst). Human factors internationals
- Under graduation in graphic design from MIT Institute of design, Pune
- Junior college: specialised in psychology, sociology, logic, philosophy from Sophia College, Mumbai

SOFTWARE

Figma | Photoshop | Illustrator

DESIGN SKILLS

User Research (qualitative & quantitative) | Persuasion Design | heuristic evaluation | User testing | Wire-framing | Information architecture | Omani-channel Strategy | Prototyping | Visual Design | Interaction Design | Project Management | Service Design | Illustration

WORK



Lead Product Designer Jan 2024- Present (1yrs 8months)

Rapido is India's largest bike taxi and ride-hailing platform with 6M+ daily rides. Leading end-to-end UX strategy and design for the **customer-facing app, spanning affordability, monetization, acquisition, and retention.**

- Owned and drove UX strategy across customer journeys , creating a cohesive, holistic app experience across all ride verticals. Contributing to company journey from 3million to 6million+ daily rides in 2yrs.
- Built design systems, processes, and execution frameworks that significantly improved team velocity and reduced time-to-market.
- Established knowledge-sharing rituals, design critiques, and cross-functional workshops to upskill the team and foster a culture of continuous learning.
- Facilitated leadership alignment workshops — using rapid concept prototypes and debate-driven sessions to visualise ideas and drive faster decision-making.
- Created decision-making frameworks and design principles that reduced alignment cycles and accelerated go-to-market timelines.
- Empowered the design team to own and run production experiments, building organizational trust in design as a strategic function.
- Leveraged AI tooling to enable non-designers to produce on-brand, consistent designs — reducing dependency and improving delivery speed.
- Institutionalized ground-level user research rituals, including regular app rides and field observations to keep the team deeply connected to real user behaviour.

WORK



Sr. Product Designer– Jan 2020– May 2024 (4yrs)

- Gojek is a Super App providing services in Indonesia, Thailand & Vietnam. It's one app for ordering food, commuting, digital payments, shopping, hyper-local delivery, and over a dozen services. Following is some of my key projects
- **Transport (Mobility Design)**
- Currently, I am dedicated to enhancing MAU to MTU conversion for our Ride-Hailing service (GoCar & GoRide). Through targeted design enhancements, we've had a 4% increase in conversion rates.
- Simultaneously working on launching a new ride hailing rental service.
- **Help & support**
- Further I lead design in Care-tech(Customer care) brought about new process and drove collaboration across the team creating service map & conducting workshops to help team focus on end to end service experiences. One of the output of this was re-designing the Help Home Page.
- **GoClub**
- Played a key role in launching GoClub, Gojek's loyalty program which received high praise from users and leadership for its exceptional design. Engaged 965k users with an impressive 73% retention rate. Additionally, successfully increased monthly transacting users by 10% (39 to 43%)
- I took a significant role as a lead representative for GoClub in a high stakes projects following the merger of Tokopedia and Gojek. With teams from both organisation collaborating for the first time, it presented unique challenges. This again created a big buzz on social media for the designs and I was highly appreciated by my leads & product managers.
- This project became a huge success as it showcased great numbers post release acquiring 780,000 new users and total 5.4M users opted to join loyalty program.

Subscription

- Enhanced subscription plan discovery, achieving a remarkable 34x increase in CTR solely through design enhancements.



Lead UX designer April 2018– Jan 2020 (1yr 10m)

Digit Insurance is the first unicorn insurance company of India with a mission to make insurance simple. I played a key role in building the design foundation for digit.

🏆 Won of Top Gun Award 2018–19 (Performer of the year)

- Conducted workshops and learning sessions with multidisciplinary teams to educate them about design thinking.

WORK

- Worked closely with marketing, developers and business to deliver pixel perfect designs at a fast pace.
- Conducted research and user testing for existing and upcoming products
- Based on data analytics and qualitative research created user journeys, task flows, wireframes, and prototypes for customer facing and partner facing products.
- Collaborated across teams to create illustration guidelines, re-usable design assets and UI system design.
- Maintained brand uniformity and crafted a seamless brand experience across both print and digital media platforms, solidifying a unified and impactful brand identity.
- Designed for all platforms (Android/iOS apps, mobile web and we
- Designed products such as : Cycle insurance, Domestic Travel, Health insurance, Mobile insurance, Commercial insurance, Bike insurance, Car insurance, International travel and commercial vehicle.



Lead UX designer – May 2017 to April 2018 (1yr)

- At Human X lead a team of 7 designers. Set up processes for organisation and build training programs. Managed projects and pitch to clients.
- Built project plans: stakeholder interviews, project scoping, analysing the requirements and defining handover timelines.
- Defined design processes – Planning delivery stages and dates, accounting timeline and effort, set up UX methods and building design team as per requirement.
- Conducted research and user testing activities, designed wireframes, prototype and visual design
- Maintaining quality control.
- Worked on projects: Aditya Birla Money tool (finance) , Vassist (Travel) , Karigar (Fashion) , UX Inspect (design tool)

Other Companies

Started as a Junior Researcher, developing strong qualitative research skills before pursuing formal UX training at Human Factors International. Gained hands-on experience across fintech, telecom, and enterprise sectors – working onsite and remotely with Vodafone, Standard Bank of South Africa, ICICI Bank, Microsoft, and Platts. In 2017, co-founded a boutique UX consultancy, taking on full ownership of research, strategy, and design delivery.

Dhobi Station – UX strategy consultant – Dec 2016–May 2017 (5m)

Human Factors international: June 2014– 2016 (2yrs 4 months)

Good Company: Apr 2014 – Jun 2014 (3m)

