

Anisha Raj

Lead Product Designer

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- [Portfolio](#)

Lead Product Designer with **10+ years** designing at scale across ride-hailing, insurtech, and super-app platforms — most recently led customer experience for Rapido (6M+ daily rides). My passion lies in understanding human psychology and behavior shaping, evident in my commitment to bridging the gap between UX and business. My growth has been consistent year on year — from earning a service design certification to now exploring how AI fits into my design workflow. In the early stages of my career, I thrived in dynamic environments, pivoting through roles that shaped my work ethic and instilled a decision-making discipline I still lean on today, whether I'm scaling a fast-moving product or aligning a large, complex org.

EDUCATION

- Service Design certification (2023) Interaction.Org
- CUA (Certified Usability analyst). Human factors internationals. (2014)
- Under graduation in graphic design from MIT Institute of design, Pune 2011 -2014
- Junior college: specialised in psychology, sociology, logic, philosophy from Sophia College, Mumbai 2010 - 2011

SOFTWARE

Figma | Claude | Lottie Creator

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

rapido

Lead Product Designer Jan 2024- Jun 2026 (2yrs 5months)

Rapido is India's largest bike taxi and ride-hailing platform with 6M+ daily rides. Led 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.
- Institutionalised ground-level user research rituals, including regular app rides and field observations to keep the team deeply connected to real user behaviour.

WORK

- **Walk & Save (Incentive & offer)**

- Reframed Walk & Save — previously a plain, easy-to-miss option for a lower pickup point — into a branded incentive with its own narrative and a bolder visual identity, rather than leaving it as a background utility feature people skipped past. That shift in framing and design drove feature adoption from 5% to 30%.

- **App Discovery (Splash Screen + Home)**

- Ran a design experiment turning the splash screen into a discovery surface, paired with home-page discovery tiles — a 2x spike in awareness and CTR for feature discovery. Followed with a bento-grid home redesign built around use-case storytelling instead of service listings, unlocking new customer behaviour while sustaining a 6-7% average CTR.

- **Bidding (Captain Search)**

- Identified that users didn't grasp price-setting on the original flow and relocated it to the Captain search page, lifting positive bidding adoption by 20%. Built separate frameworks to address negative bidding, which had different — and riskier — dynamics in the marketplace.

- **Fare Estimate — Price Saving**

- Designed a price-saving section on the fare estimate screen; the entry point achieved an 8% CTR, and 85% of the users who opened it went on to request a ride.

- **Pickup & Handshake Experience**

- Led the redesign of the customer-captain handshake and pickup location experience, grounding decisions in field research across T1 and T2 cities to capture how pickup behaviour and infrastructure differ across markets.



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)**

- I was dedicated to enhancing MAU to MTU conversion for our Ride-Hailing service (GoCar & GoRide). Through targeted design enhancements, we achieved a 4% increase in conversion rates.
- Simultaneously worked on launching a new ride-hailing rental service.

WORK

- **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.
- 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.

WORK



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)

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)

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.