

ALINA RODRIGUES | Product Designer

Complex Products · Enterprise SaaS · Data-Driven Experiences · 0→1 Design

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Product Designer with **3.5 years of experience** designing large-scale enterprise, EdTech and SaaS products used by **400,000+ users**. Experienced in taking complex workflows from research and problem definition through information architecture, interaction design, prototyping, usability testing and high-fidelity delivery.

Strong at translating **complex business requirements and information into clear, intuitive experiences**, with particular interest in information hierarchy, workflow efficiency and decision-oriented product design. Experienced collaborating with product, engineering and business stakeholders to create scalable solutions across web and mobile.

CORE SKILLS

Design	UX Strategy · Interaction Design · Information Architecture · Prototyping (Lo-Hi Fi) · Design Systems · Mobile & Web · AI Assisted Design
Research	User Research · Personas · Journey Mapping · Usability & A/B Testing · Accessibility Audit · Data-Driven Design
Tools	Figma · FigJam · Miro · Adobe XD · Adobe Analytics
Execution	Agile Design · Cross-functional Collaboration · Stakeholder Presentation · Design QA · Engineering Handoff · Product Backlog

EXPERIENCE

UX Designer | Jio Platforms Ltd

Jul 2021 – Jul 2024 · Mumbai, India

- ▶ **LMS (382,000+ employees)** Led end-to-end redesign of the enterprise, translating complex business requirements into scalable user journeys across desktop and mobile.
- ▶ Simplified workflows for a core **HR platform serving 100,000+ employees** and 200+ HR admins (attendance, reimbursements, and daily operations).
- ▶ Implemented a new Design System reducing navigation friction across mobile app and desktop.
- ▶ **Reduced onboarding duration by 58.6%** and improved **process efficiency by 62.5%** for HerCircle mobile app through benchmarking, usability testing, and iterative redesign.
- ▶ Designed 25+ scalable user journeys and reusable assets for JPW Sales Assist, supporting **168,500+ merchants** across 5 business lines.
- ▶ Designed **Task Creation and Management templates/journeys** for JPW Facility Management, projected to manage maintenance across **18,000+ stores** nationwide.
- ▶ Drove 20% performance improvement of ConnectFor website by optimising design assets in close collaboration with engineering and content teams.

UX/UI Designer | MateRate Education

May 2020 – Sep 2020 · Delhi, India

- ▶ Led end-to-end product design for an adaptive learning platform, covering **UX strategy, user research, information architecture, wireframing, prototyping and high-fidelity UI**.
- ▶ Designed experiences for multiple user personas and simplified complex **data-visualization workflows** to make learning insights easier to understand and act upon.
- ▶ Incorporated early pilot feedback into iterative design improvements, with initial feedback indicating approximately **35% improvement in learning-comprehension metrics**

UX Research Intern | Think Design Collaborative

Apr 2020 – May 2020 ·

- ▶ Researched and forecasted the future of education post-COVID under mentorship of senior industry research experts.

EDUCATION

M.Des — Indian Institute of Technology (IIT), Kanpur

2019 – 2021 · CPI: 9.5 / 10

B.Tech — Mar Athanasius College of Engineering

2014 – 2018 · CGPA: 8.16 / 10