

ALINA RODRIGUES

Senior UX / Product Designer · 0-1 Design · EdTech & Enterprise SaaS

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Product Designer with 3.5 years of experience designing large-scale EdTech, LMS, and Enterprise SaaS platforms impacting 100,000s of users. Expert in end-to-end UX — from research and strategy to high-fidelity Figma delivery. Strong product thinker who translates complex business goals into intuitive, scalable experiences 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 · 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
- ▶ 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% website performance improvement 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 for school children — UX strategy, research, information architecture, wireframes, and high-fidelity screens.
- ▶ Simplified complex data visualisation workflows for multi-persona users; early pilot feedback indicated ~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