Just as a magician orchestrates moments of awe, leading the audience through wonder, discovery and fascination, businesses too should have the power to captivate and enchant their consumers.

My work converges to humanizing businesses through a multidisciplinary approach, managing consumer expectations and choreographing crafted experiences.

Service Design | Consumer Experience Design | User Research | Design Strategy

VRUSHANK TIMBADIA



Experience

TranZact (2022)

Cloud based inventory and production management software for SME manufacturers

Design Lead and Product Owner (TranZact Lite)

- Led the design function and collaborated with product and engineering teams.
- Redesigned the web app experience to make it user friendly and simple
- Set up systems to design consistent experiences through the applications.
- Conducted research projects for better user understanding.
- Designed the mobile application from scratch and liaised with agencies to develop it.
- Created tools to help users market their businesses better in the mobile app.

Turtlemint (2019-2022)

Empowering insurance advisors with digital tools to simplify insurance for customers.

Senior Consumer Experience Designer

Successfully productised needs identified through research and design audit in three cities increasing the product adoption and user fulfilment. Analysed user behaviours and the shortcomings in the user journey to provide a roadmap of product positioning.

Samsung Design Delhi (2018)

ID Innovation and Design Team

Graduation Project: Humanising Interconnectedness

Humanising and Servitization of Internet of Things creating delightfully seamless experiences- a systemic inquiry to create personalised customizations.

(2016-2018)

Master of Design

Strategic Design Management
National Institute of Design

(2011-2015)

Bachelor of Engineering

Mechanical Engineering
Mumbai University

Together, let's create something meaningful!

Lets Get in Touch

+91 9969648757

vrushanktimbadia@gmail.com

vrushanktimbadia.com

linkedin.com/in/vrushanktimbadia