

NOOPUR AMBRE

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Product Designer with 4+ years of leading end-to-end design processes, from user research to high-fidelity prototypes. Skilled in journey mapping, usability testing, and **creating intuitive digital experiences that align with business goals**. Adept at cross-functional collaboration and strategic problem-solving, excited to drive user-centered design and innovation.

PROFESSIONAL EXPERIENCE

Design Strategist - Yeh IDEology (Sep '23 - Present)

- Spearheaded the UX driven service redesign of creative course modules by conducting customer journey analysis, improving user experience, and increasing service efficiency, resulting in a **78% revenue surge** in Q1 2024.
- Secured executive buy-in for an overhaul, leveraging storytelling skills and **reducing customer abandonment rates by 25%**.
- Enhanced client satisfaction by **30%** through a user-centered approach that **streamlined course navigation and interactions**.

Product Designer & Mentor - Avocademy (Nov '23 - July '24)

- **Mentored 80+ UX designers** by integrating iterative feedback, adhering to best practices and WCAG guidelines, and providing guidance on tools and industry standards, **improving project quality and fostering design thinking culture**.
- Delivered user-centric products for 20+ startups, overseeing quality assurance, evaluations, and user acceptance testing.

Product Designer - Dassault Systemes, Internship (Sep '22 - May '23)

- **Led the UX redesign of a content management app**, collaborating with Product Managers, Data Analysts, and Engineers to streamline workflows, reduce system silos, and **decrease context switching by 25%**, enhancing a seamless user experience.
- Conducted 5+ expert interviews to develop and standardize the CAD file journey while improving interaction and user understanding.
- Spearheaded user and market research for the AppsForKids initiative, planned a **12-participant research workshop** and provided actionable recommendations for AFK 2.0 based on user insights and market opportunities.

Product UX Designer - Discovery Ed, Internship (May '22 - Aug '22)

- Designed an innovative UX flow **aligned with business objectives**, transforming the content library into an engaging one-stop platform by incorporating gamification frameworks while adhering to **design language and accessibility standards**.
- **Optimized information architecture** and search efficiency for **405,000 monthly users** by leveraging insights from card sorting, A/B testing, and usability research, improving content findability and user engagement.

Lead Product Designer - Blob Design (Oct '20 - Aug '21)

- Co-founded a design agency specializing in web and app solutions, leading design interns through project execution.
- **Designed and launched a hyperlocal e-commerce app** for iOS and Android, supporting local businesses in five cities, and managed UX design, strategic planning, and implementation to ensure a smooth rollout.
- Achieved a **46% user retention rate** through continuous design iterations, leveraging user feedback and Google Analytics insights to enhance the app's user experience and engagement.

Lead Experience Designer - Infosys (Jun '19 - Sep '20)

- Redesigned and delivered a asset management portal for HPE by leading user requirement gathering, sprint planning, heuristic evaluations, and developing personas, user journeys, and high-fidelity prototypes, reducing process steps by 60% and streamlining workflows.
- **Facilitated Design Thinking workshops** for HP Enterprises, **engaging 15+ stakeholders**, resulting in actionable vision statements that guided **product strategy** and enhanced **cross-departmental collaboration**.
- **Launched UX proposals** for major clients, including Microsoft, HP, Intel, Ford, and Swedbank, driving digital transformation and optimizing e-commerce services, consumer portals, and internal task management systems for web and mobile platforms.

EDUCATION

MS Strategic Design and Management

The New School - Parsons, NYC

- GPA 3.96
- Dean's Merit Scholarship
- Winner of Economic Design Comp.

BDes Product Design

Symbiosis Institute of Design, Pune

CERTIFICATIONS

Google UX Design Professional Certificate

Google Certification (In Progress)

Strategic Design Program

Rhode Island School of Design - Center of Complexity

Gen AI in UX

Coursera

Design Thinking Program

Infosys

SKILLS

Research & Strategy

Quantitative & qualitative research, survey design, data analysis, user interviews, usability testing, A/B testing, card sorting, ethnography, heuristics, diary studies, contextual inquiry, service design, product strategy

Design

Persona, wireframing, ideation, prototyping, storyboarding, mockups, ux & ui design visual design, interaction design, responsive design, design critique

Design Tools and Tech

Figma, UserZoom, Adobe Creative Suite (Adobe XD, Photoshop, Illustrator, Invision, InDesign), Sketch, Miro, Mural, JIRA, WordPress, Elementor, HTML, CSS

Other

Leadership, collaboration, problem-solving, multitasking, communication, agile, storytelling, empathy, teamwork, conflict resolution, stakeholder management