

SURBHI LAHOTI

surbhilahoti.12@gmail.com
<https://www.surbhilahoti.com>
<www.linkedin.com/in/surbhilahoti>

Product Designer

As a product designer with a blend of user experience design and strategic management, I bring over seven years of professional experience in crafting impactful, user-centric solutions.

Education

Master of Science (Strategic Design and Management) Parsons School of Design, The New School, New York (USA)	08/2024 - 05/2026
Master of Design (Industrial Design) School of Planning and Architecture, New Delhi (India)	08/2017 - 06/2019
Bachelor of Architecture National Institute of Technology, Jaipur (India)	07/2010 - 05/2015

Work Experience

Senior Lead UX Designer DP World Dubai, UAE	01/2022 - 04/2024
<ul style="list-style-type: none">Designed and implemented a comprehensive design system for a complex B2B product suite with 8+ modules and over 50 services, reducing iteration time by 30% and ensuring consistency across touchpoints.Spearheaded user experience initiatives, coordinating cross-functional teams to create interactive interfaces for logistics platforms, improving user satisfaction by enhancing import/export operations across 12+ ports.Conducted in-depth user research and implemented data-driven design strategies, optimizing user flows for invoicing, contracts, and client onboarding, reducing onboarding time by 25%.Led a multidisciplinary team to deliver high-quality interfaces for logistics platforms, driving end-to-end product development.	
Lead UX Designer Wongdoody + Infosys Bengaluru, India	08/2019 - 12/2021
<ul style="list-style-type: none">Developed a scalable design system for a leading logistics company, streamlining global port operations and reducing design redundancy.Facilitated a three-month agile UX training program, leading the development of a quick commerce platform for students and young professionals.Mentored 24 new employees during 10-week UX bootcamp, fostering a culture of learning and growth.Demonstrated strong interpersonal skills by effectively managing client relationships and navigating complex conversations with cross-functional teams.	
Co-Founder The Design Jar New Delhi	03/2017 - 07/2019
<ul style="list-style-type: none">Co-founded and managed a design firm specializing in high-end residential and commercial interiors, successfully delivering 10+ projects from concept to execution.Showcased adaptability by managing diverse design requirements and rapidly shifting project priorities.	
Architect Project 810 New Delhi	08/2015 - 02/2017
<ul style="list-style-type: none">Delivered innovative interior design solutions for 8+ high-profile residential, hospitality, and retail projects, enhancing brand representation and user comfort.	

Additional Projects

National Logistic Platform

01/2021

- As Design Lead, developed a proposal for a bidding competition for the Government of India, creating user personas and mapping their journey with the proposed solution. Streamlined document exchange and transactions for stakeholders through a user-centric approach.

Digital Literacy

06/2021

- Contributed to Infosys' CSR program focused on digital transformation in Indian education. Delivered user-centric design solutions targeting young users, enhancing accessibility and digital literacy.

Certification from Rhode Island School of Design

04/2021 - 06/2021

- Engaged in a specialized program focused on the intersection of design, systems thinking, and strategy. The curriculum emphasized the design of complex systems and their impact on user experiences.

Skills

Design

- User-Centered Design, Journey Mapping, Empathy Mapping, Agile Methodologies, Data-Driven Design Strategies.

Research

- Skilled in conducting in-depth user research, analyzing key metrics, and optimizing processes to improve operational efficiency.

Product Management

- Design Thinking, Strategic Planning, Task Delegation, Cross-Functional Collaboration, and Prioritization in dynamic environments

Tools and Software

- Highly skilled in design and rendering software including Figma, Adobe Creative Suite Rhinoceros 3D, Keyshot, AutoCAD, and SketchUp.
- Competency in collaboration and product management tools like Miro, Jira, Asana and Zero Height.