



SURBHI LAHOTI

Product Designer

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As a product designer with an intricate blend in user experience design and architectural principles, I possess a rich background in crafting solutions that resonate with users on an empathetic level.

Work Experience

DP World, Dubai

10/2019 – Present

Contract | Senior Lead UX Designer for Logistic Company

- Designed and implemented a comprehensive design system for a complex B2B product suite with 8+ modules and over 50 services, facilitating consistency and coherence across multiple digital touchpoints, leading to reduced iteration time and enhanced overall efficiency and product consistency.
- Spearheaded user experience initiatives, leading cross-functional teams to innovate and designed product interfaces for a leading global logistics platform.
- Conducted comprehensive user research and translated findings into actionable design strategies that align with business, by creating user flows for invoicing, contractual and client onboarding processes.
- Focused on international export services, adapting designs to meet diverse customs and requirements for 12+ ports around the globe.

Wondoddy+ Infosys, Bengaluru

08/2019 – 12/2021

Lead UX Designer

- Lead UX Designer for DP World, focusing on the design system and designing logistics platform for global ports and operations.
- Collaborated with a diverse group of designers on a three-month agile user experience training, working on an e-commerce platform for students and young professionals in a closed campus.

The Design Jar, New Delhi

03/2017 – 07/2019

Partner | Interior Designer and Architect

- Co-founded a design firm specializing in high-end residential and commercial interiors, managing projects from conceptualization to execution.
- Developed a reputation for delivering projects that combine aesthetic appeal with functional design, within the constraints of time and budget.

Project 810, New Delhi

08/2015 – 02/2017

Designer and Architect

- Created ambient and functional designs and furniture for high-profile clients in hospitality and retail space, emphasizing user comfort and brand essence through space design.

Education

Rhode Island School of Design

2021

Center of Complexity Cohort for Strategic Design

School of Planning and Architecture, New Delhi

2017 – 2019

Masters of Design (Industrial Design)

National Institute of Technology, Jaipur

2010 – 2015

Bachelor of Architecture

Extra Curricular

Contribution

- Served as the design lead for the proposal to create National Logistics Platform for the Government of India, aiming to streamline the exchange of documents and transactions for stakeholders in a B2B model.
- Design Mentorship for 24 new employees in Wongdoody throughout their 10-week long design training, fostering the next generation of designers.
- Contributed to the educational outreach, an Infosys CSR initiative program for the digital transformation of Indian Education system, focusing on user-centric design solutions.

Skills

Design

- Proficient in creating user-centric designs, gathering requirements, and mapping out customer journeys.
- Adept in business analysis, wireframing, prototyping, and usability research.

Software

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