radhika dutt

Education

CHRIST UNIVERSITY
Masters of Science (MSc) Behavioural Science (Jan 2019 - Jan 2021)

Two years full-time degree first class with distinction, 3.65/4 CGPA.

Research-oriented and Interdisciplinary Choice Based Credit System (CBCS) 2 years full-time degree designed for working professionals provided by the Department of Psychology, Bangalore main campus, India.

Dissertation: Intolerance of Uncertainty, Unintentional Procrastination and Fear of COVID-19: Investigating associations during the COVID-19 pandemic.

Major: Behavioural Decision Making, Neuroscience of Behaviour, Human Machine Interface, Developmental Transitions and Change Management, Behavioural Research 1 & 2, Mental Health at Workplace, Social Cultural and Family Dynamics, Psychology of Health and Wellness, Managerial Psychology, Career Planning and Development.

Electives: Consumer Behaviour, Research Methodology for Applied Economics, Strategic Management, Research Methodology, Educational Policy and Administration.

UNIVERSITY OF DELHI
Bachelors of Science (BSc) Applied Physical Science (2009-2012)

Graduated from college Miranda House, North Campus (New Delhi) with a major in Computer science, Physics and Mathematics.

SYMBIOSIS (SCDL)
Post Graduate Diploma in Instructional Design (2013-2014)

Work experience

PORTER
Product Designer II (March 2022 - August 2023)

Designed incentive program for drivers app from scratch using Behavioural design principles. Also handled the 'Packers and Movers' charter to create end-to-end workflows and high-fidelity prototypes for usability testing and facilitating design reviews with stakeholders. Ran growth-hacking experiments using experimental designs and quantitative analysis to improve key behaviours and metrics.

CARDEKHO
Design Lead (Dec 2020 - Feb 2021)

Solved product and design problems of the organization for growth, conversion, sales, and presented and defended designs and key milestone deliverables to peers and stakeholders. Also created wireframes, storyboards, user flows, process flows, and evaluation of feedback.

HOLIDIFY
Product Designer (Sept 2018 - Sept 2019)

Lead the end-to-end travel discovery and booking experience on the website, mobile view as well as android application as the core designer alongside with the product manager.

RADHIKADUTT.COM
Product UX Design Consultant (Dec 2012-March 2022)

Worked on 20+ UI UX projects for various startups managing end-to-end delivery of design. Focused on finding gaps in product process, verticals, brainstorming, rapid prototyping, fixing flows, decreasing drop-offs, creating use cases, and translating wireframes into the visual user interface. Also responsible for designing micro-interactions, designing marketing collaterals, and brand image. Companies include Yeebo, Finomena, Reliance JIO, Brandonama Creatives, Design for Use, Investopad, Holidify, Matic Network (Polygon), DocsApp, Angel & Blerches, Akosha, PMO app, Ditcher app, Cucu app, Stayglad, ListUp.

Behavioural Science Experience

IRRATIONAL LABS
Behavioural Science Interactive Bootcamp (July 2022)

Irrational Labs is the behavioural lab founded by Dan Ariely based in San Francisco, California www.irrationallabs.com Completed their one-month interactive cohort which introduced the 3B framework and its application to product design.

COWRY CONSULTING
Cowry Global Summer School Participant (July 2021)

Selected one of 40 participants all over the globe 2021 cohort based in London. Worked with a five-member team on a live charity brief that required behavioural solutions, talks from experts worldwide, and workshops from professionals working at the forefront of behavioural design.

Achievements

FEATURED 100 DESIGNERS OF INDIA
www.indianswhodesign.in

Got featured as Featured 100 designers of India a list curated by www.indianswhodesign.in as UX designer.

BEST CREATIVE AND BEST IDEA
IDEA at IIIT-Delhi organised by Stanford GSB

Got two awards among 120 people across India during 6 weeks Entrepreneurial Bootcamp IDEA Innovate Delhi. It provided an opportunity to early-stage startups to hone their business propositions and pitch before angel investors at the end of the program.

Skills

USER EXPERIENCE DESIGN

Figma, Sketch, Rapid prototyping, Design systems, Autolayout, Stakeholder interviews, Brainstorming, Process Flows, User Flows, Wireframing, Growth Hacking, Design Thinking, Visual Design, Brand Identity, Strategy, Experimental designs, AB testing, Heatmaps, User Research.

BEHAVIOURAL SCIENCE

3B Framework, BCOM framework, Quantitative Analysis, User interviews, Behavioural interventions, Heuristics & Cognitive Biases, Online questionnaire generation, Literature reviews, Data analysis, SPSS.

Additional Information

Work permit country is India.

Online portfolio available on website www.radhikadutt.com

Reach out on email via write.radhikadutt@gmail.com