

# RASHMI SORENG

UX DESIGNER

## CONTACT

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## WORK EXPERIENCE

**LEAD UX DESIGNER**  
NOV 2023 - PRESENT

**DR. REDDY'S LABORATORIES**  
HYDERABAD

- Leading a 12 member design team aligned to multiple business units, understanding their requirements, establishing project plans, workflows and quality assurance
- Creating customer facing website for emerging markets across the globe based on localised data driven marketing strategy to increase user engagement, increase sales and create brand awareness
- Auditing existing processes within Dr. Reddy's value chain to implement user centric digital solutions that would drive efficiency and aide first to market strategy
- Leading an internship programme to create a staffing pipeline ensuring scalability

**SENIOR UX DESIGNER**  
AUG 2021 - NOV 2023

**DELOITTE USI**  
HYDERABAD

- Led the design team to launch the USGA app consolidating 15 golf championships in one app that achieved #1 position in sports category and Top 5 applications in App store
- Worked on an Enterprise platform for a US based leading retail store that enabled increase in productivity of its associates by task optimisation & gamification
- Anchored key strategic conversations for the design team & structured projects which had ambiguous scope
- Active and passionate contributor in mentoring & building the culture within the growing design team in Deloitte

## PROFILE

### NAME

Rashmi Gloria Soreng

### EXPERIENCE

15 yrs Design experience

6 yrs UX designer | 9 yrs Architect

### COLLEGE

Birla Institute of Technology  
Mesra, Ranchi | 2004 - 2009 |

### CERTIFICATION

Interaction design specialisation  
UC San Diego | Coursera | 2018

## PROJECT TYPE

### ENTERPRISE PROJECTS

[Task Management | Kroger |](#)

EIS | Del Taco |

### SaaS PRODUCTS

[Pulse - Real Time | NCR |](#)

Support ticketing | NCR |

### CONSUMER PRODUCTS

[Mobile Cash | NCR |](#)

[USGA - sports app | Deloitte |](#)

[Marriott Hotels | Deloitte |](#)

## AWARDS

**Exceptional Contributor | DRL | 2024**

Design Team Management

**R&D Award | NCR | 2021**

Meticulous Technical Achievement

**Spot Award | Deloitte | 2022**

Design Thinking Workshop

**Applause Award | Deloitte | 2023**

USGA project

## SKILLS

- INFORMATION ARCHITECTURE
- HEURISTIC EVALUATION
- DESIGN THINKING
- STAKEHOLDER MANAGEMENT
- TEAM MANAGEMENT

**UX DESIGNER**  
**SEP 2019 - JUL 2021**

**NCR CORPORATION**  
**HYDERABAD**

- Created a SaaS product as part of an innovation team enabling real-time mobile cloud reporting, alerts and analytics tool that restaurant owners and their management teams uses to run their business from their mobile device
- Drove projects from inception to deployment alongside product & customer success teams to understand the user and business requirements
- Worked hand-in-hand with the development team to translate UX vision into working prototypes
- Led UX tasks such as User research, empathy mapping, user journeys, wireframes, prototypes and visual design
- Actively mentored interns, conducted workshops and design thinking sessions for non-designer colleagues in our organisation while introducing and sensitising them towards design thinking benefits

**UX DESIGN INTERN**  
**MAR 2019 - JUN 2019**

**EMPLOYWISE PVT. LTD.**  
**GURUGRAM**

- Conducted extensive research to create journey maps and user flows to reinvent our employee lifecycle cloud tool i.e. Employwise
- Successfully studied and restructured the existing IA to build a more approachable and intuitive interface
- Simplified the UI by adopting a contemporary design approach while focusing on creating a user friendly too
- Worked directly with the CEO to learn and support the vision of creating a highly intuitive HR tool

**ARCHITECT**  
**JUL 2009 - JUN 2018**

**ARCHITECTURAL & REAL**  
**ESTATE FIRMS**

- Led design initiative and handled deliverables for projects ranging from individual homes to housings projects
- Gathered requirements from clients alongside educating and thus enhancing pre-requisite
- Collaborated and coordinated with stakeholders to establish achievable deadline
- Innovated and created design solutions by optimising space utilising clients inputs

## **TOOLS & PLATFORMS**

- FIGMA
  - SALESFORCE
  - ADOBE EXPERIENCE MANAGER
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## **EXTRA CURRICULAR**

- NATIONAL LEVEL BASKET BALLER
  - NATIONAL LEVEL ATHLETE
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## **HOBBIES**

- PAINTING
  - ILLUSTRATIONS
  - STORY BOARDING
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