

UX/UI & Product Designer
Currently at Jisp

Info

Hi, I'm Rehna, a UX/UI Designer with a multidisciplinary background in communication and brand design. I specialise in creating conversion focused digital experiences and brand identities. Currently leading UX/UI at Jisp, where I work across app, web and campaign design for brands like Coca-Cola and Pladis

Experience

June 2023 — Present
UX/UI and Web Designer

- Led UX/UI design for the JispWin website as a part of the product team, collaborating with front end and back end developers to improve user experience across web and mobile.
- Conducted qualitative, quantitative user research and analysed performance metrics (KPIs) to optimise user journeys and overall experience.
- Monitored user behaviour and website performance through Google Analytics and Google Search Console, translating data insights to optimise UX and support growth to 17k+ monthly active users and 35k+ monthly page views.
- Collaborated with developers using Jira and ClickUp to manage workflows and to ensure timely delivery of product features and campaign launches.
- Worked closely with marketing and brand design teams to enhance JispWin's digital and social media presence.
- Designed and launched campaign landing pages for various brands including Coca-Cola, Pladis, Monster, Frank's RedHot.
- Contributed to the performance of Scan and Win campaigns through iterative UX improvements.
- Optimised UX/UI across the Jisp consumer app for iOS and Android improving usability and supporting user actions such as scanning, tapping and redeeming discount vouchers.

Jisp

April 2023 — May 2023
UX/UI Designer

- Redesigned the Pixi Cab taxi booking experience across passenger and driver flows.
- Conducted user research and defined problem statements.
- Created user journeys, wireframes and UI designs.
- Improved usability and overall user experience.

Pixel Tech Ltd

November 2021 — January 2022
UI Designer

- Led UI design and branding for company website
- Collaborated with UX team to define user flows
- Managed design delivery from concept to implementation.

Prakria

Dec 2020 — April 2022
Graphic Designer

- Delivered brand identity and digital design projects
- Worked on UX/UI related web projects and user flows
- Managed and created social media content and scheduling

Chromatick Design

Sep 2020 — Dec 2020
Graphic Design Intern

- Supported branding, layout and visual design projects
- Created infographics and social media assets

Socio Sketch

Jan 2020 — Apr 2020
Design & Visual Merchandise Intern

- Led digital design and visual merchandising, 3D modelling and rendering on 3DS Max and Keyshot, concept design

AH Group

Education

Sep 2021 — Sep 2022
MA Design, Innovation & Brand Management
University for the Creative Arts Epsom, England

July 2016 — July 2020
B.Des Fashion Communication
National Institute of Fashion Technology, India

Certificates

Issued Jan 2026
AI for Designers
The Interaction Design Foundation

Issued July 2022
Design Thinking
The Interaction Design Foundation

Issued June 2021
User Experience
The Interaction Design Foundation

Software and Tools

Design
Figma (Primary)
Adobe XD
Illustrator
Indesign
Adobe Premiere Pro & After Effects

Web
Webflow
Wix