

Product Designer
Currently at **Jisp**

Info

Hi, I'm Rehna, a Product Designer with 5+ years of experience designing digital products across web and mobile. Experienced in user research, customer journey mapping, information architecture, usability testing and analytics-led UX improvement. Skilled at collaborating with cross-functional teams to deliver user centred experiences supporting business goals.

Experience

June 2023 — Present

Product & UX/UI Designer

- Led product design across the Jisp consumer app and JispWin website by conducting qualitative, quantitative user research, affinity mapping, creating user personas and customer journeys, defining problem statement, building information architecture, wireframes, prototypes, accessible user flows and iterative usability testing to validate the outcomes.
- Built design systems, reusable component libraries, auto layout designs, interactive low and high fidelity prototypes to maintain consistency and delivery efficiency across screens and products.
- Co-ordinated with front end and back end developers using Jira to launch product features and deliver consistent user journeys across web, iOS and Android platforms.
- Collaborated with cross-functional teams using Microsoft Teams and ClickUp to manage workflows and ensure timely delivery of product features and campaign launches.
- Analysed user behaviour and performance metrics through Google Analytics, Search Console, HotJar and Microsoft Clarity to identify usability issues and optimise UX, contributing to growth of over 17k+ monthly active users and 35k+ monthly page views.
- Integrated AI-assisted tools into the design process to support research, ideation, UX writing and usability testing and continuous design iterations.
- Worked intensively on informational Jisp website for customers, retailers and brands using Webflow and optimised UX/UI within the Jisp consumer app supporting user actions such as scanning, tapping and redeeming discount vouchers.
- Designed and launched Scan & Win campaign landing pages for brands including Coca-Cola, Pladis, Monster, Frank's RedHot, supporting increased user engagement and campaign performance.
- Mentored colleagues on UX/UI best practices and collaborated within marketing & brand teams to enhance JispWin's digital experience and social media presence.

Jisp

April 2023 — May 2023

UX/UI Designer

- Redesigned the Pixi Cab taxi booking experience across passenger and driver applications.
- Conducted user research, defined problem statements and mapped user journeys.
- Created wireframes, prototypes and UI designs to improve usability and overall user experience.

Pixel Tech Ltd

Early Career Experience and Internships

Jan 2020 — Apr 2022

Graphic Designer, UI Designer & Design Intern

- Delivered branding, visual communication and digital design projects across, web, social media, print and marketing channels.
- Designed and optimised websites, user flows, wireframes, high-fidelity UI designs and interactive prototypes.
- Collaborated with UX teams to define user journeys and support design delivery from concept through implementation.
- Created brand identities, PowerPoint presentations, infographics, packaging designs, digital assets such as logo for clients across multiple industries.
- Managed social media content, content calendars and digital marketing assets for brand growth and audience engagement.
- Worked with WordPress, Wix, Figma and Adobe Creative Suite to create and enhance digital experiences.
- Supported Visual Merchandising, concept development and 3D visualisation projects using 3DS Max for modelling and KeyShot for rendering.

Chromatick Design, Prakria, Socio-Sketch & 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

Core Skills

Product Design & AI

Product Discovery
Figma (Primary)
FigJam
ChatGPT
Claude
Webflow
Design Systems
Prototyping
User Research
Usability testing
Accessibility & Inclusive Design

Analytics & Optimisation

Google Analytics
Google Search Console
HotJar

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