

Rajat Girhotra

Product Designer

with **5+ years of experience**. I use data and AI to make better product decisions.

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Work Experience

Bajaj Finserv – Product Designer

Sep 2022 – Present, Pune, India

- Designed journeys for **Insurance Marketplace** (Data led designs for Life Insurance, Health Insurance, Motor Insurance and Pocket Insurance) for both app & web.
- Designed to improve funnel (TOFU, MOFU, BOFU) with an increase of **19% to 42% in TOFU** and **3% to 14% in BOFU**.
- User journey map from discovery to after sales to cross sell. Working in tandem with business stakeholders in the journey of **Rs. 500cr+ sales annually**.
- **Insurance Portal** - An internal tool for 70K+ employees generating business and incentive of **Rs. 60cr annually**.
- Campaign creatives, RCS banners & emailers for multiple customer personas. **80+ creatives/month**
- Early AI prototyping for tech, business and sales stakeholders.

Adaptiv – UX/UI Designer

November 2020 – August 2022, Remote, France

- **Designed and launched MVP** for early user testing and market fit validation. **Retention rate of 63%**.
- Designed Android, iOS app and landing pages for Adaptiv, collaborating closely with founders and front-end developers.
- User testing for MVP, achieving **78% user satisfaction** with the product's usability and design.

BeautySelf – Frontend Developer & Design Intern

July 2020 – September 2020, Chemnitz, Germany

- Responsible for coding in HTML, CSS & JS.
- Designed, coded SKU pages and home page changes

Education

TU Chemnitz, Germany

M.Sc. - Information and Communication Systems

Lingaya's University, India

B.Tech - Electronics & Communication Engineering

Skills

UX design

UI designing

AI rapid prototyping

Wireframing

Journey Mapping

Motion design

Data led design

Vibe Coding

AB Testing

Funnel Management

Tools

Figma

Sketch

Adobe XD

Adobe Photoshop

Claude Code, Codex

Creative Suite

Web Flow

Invision

HTML, CSS, JavaScript

Awards

Bajaj Finserv Wall of Fame

Heros award (x2)

Debutant (Bajaj Finserv)