Tanvi Ghate

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Senior Product Designer at Gojek, GoFood Experience

Education

Bachelor of Applied Arts - 2011 - 2015
Rachana Sansad College of Applied
Arts & Craft

Skills
Design process
Product strategy
User Research
Usability testing
Wire-framing
Prototyping

Experience

Gojek / Senior Product Designer
Oct 2021 - Present

I currently work with the growth team, initiative focused on - Rewards, Promos and Loyalty with a goal to improve CTR - (Click through rate), increase user base and improve redemption.

I also payed a Key role in GoFood Redesign, my focus areas being Evaluation of search and listing flows on a design system and component level.

Haptik / Product Designer
Oct 2019 - Sep 2021

Agent platform tool- Redesigned this legacy tool which is used by more than 100k users and achieved a reduction in FRT by a staggering 33%

Agent Assist tool - Worked on a unique attempt to automate support queries for enterprises, which eventually ended up becoming a new product line

Permission management tool - Designed an intuitive easy-to-use access control management system that helps large enterprises manage custom permissions for their internal AI teams
Improved Haptik's design process by introducing mandatory design reviews for shipping products

Hopscotch / Product Designer
May 2018 - Sep 2019

Worked with a team of 3 designers, to improving native app experience.
Designed Wishlist feature for which helped increase overall digital sales by %10.3
Worked on design systems for internal tool to make it consistent with the native app

Servify / Product Designer
April 2017 - April 2018

Designed multiple flows for brands like Apple, Reliance Jio, OnePlus, Mi, and Godrej

Radius7 / UI & UX designer
Nov 2015 - March 2017

First quadrant/ Graphic & UI designer
May 2015 - October 2015