

SMRITI RAWAT

Product Designer • AI Enthusiast • Architect

Product Designer with **over 6 years of experience** designing digital products used by millions of users. Experienced in leading end-to-end design across consumer, AI-powered, and sports technology products, translating complex problems into intuitive user experiences. Passionate about creating impact through research, systems thinking and close collaboration with cross-functional teams.

Curious by nature, I spend much of my free time experimenting with AI and exploring how emerging technologies can unlock better product experiences.

EXPERIENCE

Apr 2025 – Present

DREAM SPORTS – Senior Product Designer

- Dream 11 :** (Apr – Aug’25)
Owned design for football & kabaddi launch, scaling platform from 1 sport to 3 active sports. **Increased day-1 retention from 18% to 24%**, contributing to a 50M+ MAU platform growth.
- Rushline AI by Dream Sports :** (Aug’ 25 – Feb’26)
Designed an AI-powered sports prediction product, translating complex machine-learning insights into intuitive user experiences that **increased average time spent by 5X** (3.2 to 16 min) and grew **DAU from 1.3K to 12K** within 3 months. [Case study link](#)

Partnered with ML/AI team to ship Live AI commentary, AI chat model and predictive scoring to solve for trust UX.
- Dream Play AI by Dream Sports :** (Feb – Jun’26)
Redesigned and scaled AI-powered Padel intelligence platform to **3 international markets** (Dubai, London, Spain), achieving **88% first-time user activation** and **750+ user acquisition** in Q1
- AI innovation & experimentation :**
Experimented with Claude + GPT for automating repetitive asset generation pipeline by creating a tool, **freeing 8+ hours/week of ops overhead**.

Optimised design workflow using Cursor, enabling direct deployment of UI fixes. **Reduced design-to-prod cycle time by 10%**.

Sep 2023 – Apr 2025

JUNGLEE GAMES – Lead Product Designer

- Led design process improvements at Junglee, establishing multi-brand design system with components, styles and tokens. **Reduced design handoff cycle time by 40%**, enabling faster feature shipping across 2 poker brands.
- Designed core gameplay and user journeys for Junglee Poker & PokerStars India app which led to **1500+ daily game joins** (unique users on junglee poker).

Jul 2022 – Aug 2023

DUNZO – Product Designer 2

- Led the redesign of the new category page on Dunzo Daily, resulting in a **Rs 24 increase in Average Order Value (~8% uplift)**.
- Revamped checkout & introduced recommendations to CP, Search & PDP, yielding **7%, 12% & 5% conversion increases** respectively. [Case Study link](#)

Mar 2020 – Jun 2022

INTERNSHALA – Product Designer 1 – 2

- Headed Internshala's employer-side product and led a team of 3 designers to streamline the hiring process.
- 4.5 lac assignments sent** & more than **50 thousand interviews scheduled** within 3 months of rolling out Assignment tool & interview scheduler. [Case study link](#)
- Proposed & successfully managed to decrease the email churn rate with the new email design system. **Increased customer base by 3.7%**

Nov 2019 – Feb 2020

STORY DIGITAL – UX/UI Designer

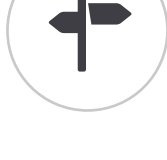
Redesigned the new website for story digital to **increase conversion by 11%**

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 Gurugram, India

SKILLS

Design Skills:

AI-powered Experiences, Responsive Design, Design Systems, Research, Rapid Prototyping, User Flows, UX/UI/IA, Visual Design, Usability Testing, Accessibility, Web & App Design, Product Strategy, Wire framing, Design Thinking, Data Visualisation, Vibe coding, AI Explainability, AB testing

Tools:

Figma, Claude, Cursor, Mid journey, Higgsfield, Gemini- Nano banana, Adobe Illustrator, Lottie files, Stitch, ProtoPie, Framer, Notion.

Soft Skills:

Problem Solving, Design Leadership, Mentoring, Collaboration, Creative Thinking, Communication, Storytelling, Organising, Sketching, Journaling

EDUCATION

JUN 19 – OCT 19

Professional UX/UI Design Course

DesignBoat UI/UX School, New Delhi

2012 – 2017

Bachelor of Architecture

Dehradun Institute of Technology

CERTIFICATES

How to Design for AR & VR

Voice interface design

How to conduct UX Audit

FREELANCE WORK

UX Mentor (May – Nov 2023)

Mentor @ Designerrs Academy

Faizur. (Jan 2021 – Apr 2021)

Designed tone of voice & website content strategy