

Portfolio
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abhishta lalwani

Product & Experience Designer

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EDUCATION

**Master of Design
Innovation & Technology
(GPA: 3.8/4)** 2022 -2024
RMIT University, Australia

**Graduate Certificate -
Design & Innovation** 2017-2018
ISDI Parsons, India

**Bachelor of Commerce
(Major in Accounting & Financial
Management)** 2013-2016
University of Mumbai

AWARDS & ACKNOWLEDGEMENTS

**‘Social Innovation Award’ -
Master of Design Innovation &
Technology, RMIT University** 2024

Awarded for Breaking the Cycle, a community-centred platform improving menstrual literacy, equity and advocacy for international students.

**‘Stand-out Performer Award’ -
Jio Platforms Limited** 2021

Recognised for leading the redesign of two digital products through an innovative, user-centred design approach.

BACKGROUND

Product & Experience Designer with 4+ years of experience designing enterprise and consumer digital products. Skilled in product design, UX research and systems thinking to create user-centred solutions, with experience using AI to enhance design workflows and product development.

WORK EXPERIENCE

Freelance Product & Experience Designer July ‘26 - Present

- Designed digital products, websites and marketing assets for small businesses.
- Collaborated with clients to translate requirements into user-centred design solutions.
- Designing AI-enabled product concepts and prototypes using Figma and AI tools.

**Accounts Receivable Assistant
(Contract)** Dec ‘25 - June ‘26
Coles Group

- Reviewed customer onboarding applications and maintained data for 1,000+ business customers.
- Investigated payment discrepancies and outstanding balances to support timely resolution.
- Managed account maintenance and block administration for 3,000+ customer accounts in SAP.
- Supported stakeholders through 60+ daily customer communications across phone and email.

UI/UX Designer - Jumpstart Program Dec ‘24 - July ‘25
Trackday (Australian Motorsport Community)

- Conducted user research and journey mapping to improve web and mobile experiences.
- Translated research insights into user flows, wireframes, prototypes and high-fidelity designs.
- Collaborated with founders and stakeholders to refine designs through workshops and iterative testing.

SKILLS

UX & Product Design

User Research • UX Design • UI Design • Interaction Design • Information Architecture • User Flows • Wireframing • Prototyping • Design Systems • Accessibility • Copywriting • Video Editing

Research & Strategy

Journey Mapping • Service Design • Stakeholder Interviews • Systems Thinking • Competitive Analysis • Design Thinking

Design Tools

Figma • FigJam • Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro) • Miro • Jira • Microsoft Office (Word, Excel)

AI Tools

ChatGPT • Claude • Claude Code • Claude Design • Figma Make • Lovable • Google AI Studio • GPT Image 2.0 • Nano Banana Pro

Soft Skills

Collaboration • Communication • Problem Solving • Critical Thinking • Stakeholder Management • Time Management

VOLUNTEERING

Teaching Volunteer Mar '14 - May '14 The Akanksha Foundation

Trained underprivileged children through career fairs & English classes for their career development

WORK EXPERIENCE (Continued from Page 1)

UI/UX Designer - Experience Design Oct '18 - May '22 Jio Platforms Limited

- Led UX research and product design for JioMotive (now JioThings) and JioHome, collaborating with product, engineering and marketing teams.
- Improved user engagement, contributing to App Store ratings of 4.0/5 for JioMotive and 4.4/5 for JioHome.
- Designed cross-platform experiences across mobile, web, set-top boxes and JioPhones ensuring usability across Jio's vast and diverse user base.
- Designed the stall experience for JioMotive, showcased at Auto Expo 2020 (600K+ attendees).

UI/UX Design Intern May '18 - Sept '18 HumanX

- Designed web and mobile experiences across education and finance projects.
- Conducted user testing and contributed to UX research activities throughout the design process.
- Supported digital marketing initiatives and social media strategy for the consultancy.

Graphic Design Intern April '17 - July '17 Moe's Art

- Contributed to website design and social media content creation across client and internal projects.
- Developed visual assets aligned with brand and communication objectives.

Assistant Producer April '16 - Nov '16 Flarepath-Ephemeris Content Labs

- Supported digital content and campaign strategy for major entertainment brands including Disney, Marvel, UTV Films and Star Movies.
- Assisted in planning and execution of digital campaigns for film releases including 'Dangal', 'Doctor Strange' and 'Moana'.