

Partha Sarathi Hukai

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Professional Summary

Product Designer with experience across gaming, fintech, and e-commerce, turning complex requirements into clear user experiences. My work includes a 2x increase in click-through rate, an 8% increase in Day 7 player retention, and \$75k in incremental revenue.

Work Experience

BigBasket | *Product Designer II* | Aug 2025 – Present

- **Achieved a 2x increase in click-through rate (CTR)** across multiple lines of business (LOBs) by redesigning LOB architecture and homepage navigation to improve product discoverability.
- **Projected a 15% increase in conversion** by redesigning the SKU product detail page, improving visual hierarchy and information density to streamline the path to purchase.

Electronic Arts (EA) | *User Experience Designer* | May 2024 – Aug 2025

- **Increased Day 7 early player retention by 8% and daily active users (DAU) by 4%** for *Real Racing 3* by redesigning the Rookie Championship onboarding journey and integrating habit-forming currency sinks.
- **Generated \$75k in incremental revenue** by optimizing the Early Access purchase flow and messaging, successfully pivoting designs to meet strict technical constraints.
- **Achieved 30k daily impressions and a 2% lift in ad engagement** by architecting a non-disruptive Ad Features UX that balanced monetization with player experience.
- **Projected 10% increase in weekly event revenue and 20% lift in car purchases** by designing the 'Rent a Car' feature to lower barriers to competitive play and increase in-game gold spending.
- **Reduced information overload and increased booster utilization** in *Bejeweled Stars* by simplifying pre-game and post-game screens and removing redundant tips.

Game State Labs | *Product Design Consultant* | Feb 2025 – Jun 2025

- **Accelerated design for an AI-based game analytics platform** by building a modular, adaptable design system.
- **Improved user trust in AI-driven insights** by designing transparent, natural-language flows that make complex data easier to understand.

Freecharge by Axis Bank | *Senior Product Designer* | Aug 2023 – May 2024

- **Improved the insurance experience for first-time buyers** by redesigning the Open app and introducing progressive education.
- **Reduced friction in reporting fraud and disputes** by designing an end-to-end reporting flow that gives users clearer next steps.
- **Improved financial data legibility** by refining the One View dashboard to make detailed information easier to read.

BlackBuck | *Product Design I* | Jun 2022 – Aug 2023

- **Designed a loan origination system (LOS)** for credit operations and sales teams to streamline workflows and reduce loan application fraud risk.
- **Designed identity and document verification workflows** informed by user research to support more accurate verification.
- **Led the end-to-end design lifecycle**, from user research and wireframing through high-fidelity prototypes for financial services and brand experiences.
- **Recognized as 'High Flyer of the Quarter'** for work on financial service products.

LogiNext | *User Experience Designer* | Jul 2021 – Jun 2022

- **Owned the design of DriverHyre** across Android, iOS, and web, including its design system; collaborated with engineering to release the new product.
- **Designed logistics features** for exception management, carrier integration, electronic proof of pickup (ePOP), and electronic proof of delivery (ePOD) across LogiNext Mile and the LogiNext Driver/Field Force app.

Technical Skills

- **Design Tools:** Figma, Adobe XD, Sketch, Photoshop, Illustrator, Premiere Pro, After Effects, Rive, Framer.
 - **Methodologies:** Design Systems, Design Thinking, User Research, Cognitive Ergonomics, Gamification, Human-Centered Design (HCD), Wireframing, Rapid Prototyping.
 - **AI Tools:** Cursor, Gemini, Codex, Claude Code, and Figma AI.
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Education & Certifications

- **Bachelor of Design (B.Des)** | IIITDM Jabalpur | Grade: 9.0/10.
- **Design Patent:** Awarded by the Indian Patent Office for a physical product (No. 354533-001).