

Surbhi Sardana

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LINKS [LinkedIn](#), [Portfolio](#)

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01 EMPLOYMENT HISTORY

Feb 2023 — Present

Growth Designer at Adobe

- Currently designing GenAI experiences for Photoshop Express.
- Drove Growth initiatives for Photoshop Express on both Android and iOS platforms, strategically designing and implementing solutions to enhance mobile app growth.
- Implemented iterative improvements to the paywall trigger, frequency, value representation, and nudges, resulting in a 3.6% revenue increase.
- Introduced watermark and incentivized social sharing for edited images, leading to a significant boost in downloads, particularly on the Android platform.
- Successfully launched a novel video-based onboarding for the sign-up experience, achieving a notable 5% improvement in the launch-to-landing funnel.
- Applying growth design principles with a focus on velocity, translating insights into impactful user experiences through ongoing A/B testing for optimal learning.
- Employed data-driven design methodologies to optimize various aspects of the Express ecosystem. Embraced failures for continuous improvement.

Oct 2021 — Feb 2023

Product Designer at Park+

- Designed flow for 11 service lines included in Car Health & Purchase and guided product designers in 6 products.
- Initiated pre and post design processes to streamline workflows and enhance quality of work.
- Introduced user and usability metrics, and testing to improve user experiences.
- Created and implemented the Plus Design System with a team of 5.
- Brought personalisation to the key flows such as splash screen, home screen, and post purchase screens making it a Super Car App, dropping overall error rate by 20% by.

Jun 2021 — Oct 2021

Product Designer at Urban Company

- Designed a tool for aggregators at UAE to manage and review their jobs, employees, revenue, etc.
- Carried out User testings and interviews with country heads to devise quarter plan for the international market.
- Designed and supervised an International Compliance Document for the design team.

Jul 2020 — Jun 2021

UI/UX Designer at Yulu

- Initiated dynamic digital design system.
- Redesigned Long term rentals to accommodate different times and easy access to the bikes.
- Worked on various flows and experiences to improve overall app store rating by 0.6.

Sep 2020 — Nov 2020

USA

Enterprise Designer (Contractual) at hy.ly

- Designed web application for event creation and management for multifamily real estates.
- Designed a web flow and mailing system for in-construction multifamily websites.

02 EDUCATION

Jul 2016 — Jul 2020

National Institute Of Fashion Technology

Bachelor of Design

Hansraj Model School

Secondary Education

03 SKILLS

Usability and Data analytics tools

Iterative design based on user insights and behavior

UI and prototyping tools

Conducting design research and experiments