



RASHI PURI

PRODUCT DESIGNER

 rashi29@gmail.com

 linkedin.com/in/rashipuri

 designwithrashi.com

EXPERIENCE

PRODUCT DESIGNER

FREELANCE | 2023 - PRESENT | SEATTLE

- Worked with high-growth, venture-backed startups like Plum Labs (fintech) and Kapyra LLC (fashion-tech) to develop 0-to-1 products, establishing foundational UX and design strategies for early-stage growth.
- Spearheaded design initiatives that strengthened brand identity, launched a new product line, and built a scalable design system, establishing a centralized library for future use and consistency across projects.
- Delivered end-to-end UX solutions, including user flows, research, wireframes, and prototypes, to create seamless digital experiences. Designed impactful UI mockups that enhanced user satisfaction, aligned with business goals, and drove measurable results, defining product success and enabling long-term growth.

MANAGER OF USER EXPERIENCE DESIGN

ROUND BARN LABS | 2019-2022 | SEATTLE

Clients - Hemmings, August Locks, BabyPage, ClearCaptions, Meta, Tempo and AXS

- Optimized user experience for 15+ clients by implementing rigorous A/B testing and data-driven design strategies, resulting in up to 15% increase in user retention and acquisition rates across multiple projects.
- Drove up to 37% sustained improvements in conversion rates by implementing UX audit techniques and analyzing design gaps to help tailor solutions to client needs.
- Managed designers and collaborated closely with engineering and product teams to create seamless experiences across platforms, ensuring alignment with brand and user needs.
- Led corporate rebranding, website management, and CMS development, elevating corporate identity and expanding online presence.
- Achieved accelerated promotion within one year—reserved for top performers—significantly ahead of the company standard.

DESIGNER

THE SEATTLE PUBLIC LIBRARY | 2016-2019 | SEATTLE

EDUCATION

UNIVERSITY OF WASHINGTON, SEATTLE, USA

*Masters in Communication
(Digital Media) Mar 2019*
Focus Areas - UX Design and
Strategy, Content Strategy
Clients - Indeed and Trustwave.com

UNIVERSITY FOR THE CREATIVE ARTS, EPSOM, UK

*Masters in Graphic Design and
Communication (2010)*
Focus Areas - Branding and
Visual Storytelling
Clients - Carluccio's, Eatbigfish
and Tracey Neuls
Awarded scholarship

COLLEGE OF ART, DELHI UNIVERSITY, INDIA

Bachelors in Fine Arts
Focus - Applied Art
Graduated with first division

SOFTWARE SKILLS

Adobe Creative Suite



Microsoft



FEATURED WORK





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THE SEATTLE PUBLIC LIBRARY | 2016-2019 | SEATTLE

- Developed and launched a comprehensive brand product kit for the library, aligning with multiple stakeholders and securing leadership buy-in for successful implementation across branches, standardizing branding efforts.
- Redefined the visual identity for partners like KEXP, The Pacific Science Center, and The Seattle Opera, transforming fragmented branding into cohesive designs. Developed visual guidelines and marketing assets that elevated brand recognition, strengthened community connections, and expanded audience engagement.
- Enhanced the user experience for Library Podcasts by designing intuitive UI elements, contributing to a more engaging and accessible library website.

DESIGN CONSULTANT

FREELANCE | 2013-2016 | SINGAPORE, USA

Clients - United Nations Population Fund, Grace Foundation, Jolkona, and Defence for Children International

- Developed comprehensive brand systems and design frameworks for non-profits, transforming fragmented visuals into cohesive identities that enhanced audience engagement and reinforced organizational missions. Delivered end-to-end solutions, ensuring consistency across all touchpoints, from digital platforms to physical materials.
- Spearheaded strategic branding projects, including book design, social media campaigns, and graphic assets, leveraging data-driven insights to craft impactful narratives.
- Illustration commissioned and featured on CNN for International Women's Day, highlighting empowerment, diversity, and resilience themes.

SENIOR DESIGN CONSULTANT

ZAMIL INFRA PVT. LTD. AND ASSOCIATES | 2012-2013 | INDIA

- Developed an award-winning mobile app interface for mVentus, recognized at Mobile World Congress for excellence in UI design, elevating brand consistency across Asia and Africa.

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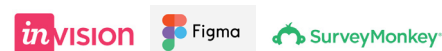
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