

Suruchi Tayshete

Product Designer

📍 Based out of Bay area, CA

suruchitayshete.com

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Education

California College of the Arts

MDes in Interaction Design

2021-2022

Symbiosis Institute of Design

Bachelors in Communication

Design - Graphic Design

2014 - 2018

Skills

Design

Product design, Interaction Design, Visual Design, System Design, Prototyping, User testing, Research and Strategy

Tools

Figma, Invision, XD, Sketch, Photoshop, Illustrator, Principle, Mural, Miro, Figjam and Processing

Awards

Impact Awards, California

College of the Arts

The outstanding startup award winner

Adobe Experience Maker Award

Finalist - Disruptor award for Roche dialog website design

D'source Corona Design Challenge,

IIT Bombay

Winning Entry in the interaction design category

Experience

Walmart - Health & Wellness / Senior Product Designer

Nov 2022 - Present, San Bruno

Walmart Pharmacy

- Led the design for the initiative to migrate 77% SMS enrolled pharmacy customers to the digital app, driving conversion to the Walmart app's new offerings of prescription delivery.
- Collaborated with cross functional teams, including product partners, business teams, pharmacists, and developers, to identify current problems and design strategies for new pharmacy offerings.
- Redesigned the Walmart transfer prescription flow from competitor pharmacies, to increase app adoption.

Health Programs

- Led design for Walmart's new initiative - Health Programs, providing accessible care to customers affected by social determinants of health (SDOH).
- Collaborated across teams to develop frameworks, conduct design workshops, create personas, wireframes and prototypes, to prioritize and build features for MVP.

Accenture - Fjord / Senior User Experience Designer

July 2018 - June 2021, Mumbai

Roche - Healthcare domain

- Led the re-design process of the mobile and website ecommerce experiences to improve buying pharma products online for distributors and lab physicians.
- Worked closely and collaborated with the team of developers, Product Manager and offshore teams to align on design strategies and prioritize features for each sprint.

Etisalat - Telecommunication and insurance domain

- Collaborated with Fjord design team to prototype high-fidelity mockups for an automobile insurance experience.
- Designed storyboards and high-fidelity mockups for group calling and events features in a messenger app.

Design Stack / Graphic Design Intern

Nov 2017 - Feb 2018, Mumbai

- Worked on the branding and logo design for a clothing brand.

Wizdumb / Graphic Design Intern

May 2017 - June 2017, Pune

- Designed pitch decks for a food company proposal and social media creatives for a hotel industry, jewelry brands, and solar power energy company.

Dunes / Graphic Design Intern

May 2016 - June 2017, Dubai

- Worked on packaging design for a French Salmon Brand.
- Designed Print and Branding creatives for Commercial Bank of Dubai.