

Partha Sarathi Hukai

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Professional Summary

Strategic Product Designer with a track record of driving measurable business growth across gaming, fintech, and e-commerce through high-performance UX. My "superpower" lies in bridging the gap between complex technical constraints and user-centric systems, consistently delivering 2x improvements in engagement and multi-million dollar revenue impacts.

Work Experience

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

- **Accomplished a 2x increase in Click-Through Rate (CTR)** across multiple Lines of Business (LOBs) by redesigning the LOB architecture and optimizing homepage navigation to improve product discoverability.
- **Projected Increase in conversion rates by 15%** by redesigning the SKU (Product Display Page) framework, focusing on 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 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 for competitive play and increase gold sunk.
- **Reduced information overload and increased booster utilization** in *Bejeweled Stars* by streamlining the pre-game and post-game stats screens to remove redundant 'tips'.

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

- **Accelerated product development for an AI-based Game Analytics platform** by building the GSL Design System with an extensive focus on adaptability and modularity.

- **Improved user trust in AI-driven insights** by designing transparent, natural-language flows that prioritized data legibility over complex distractions.

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

- **Enhanced user acquisition in the Insurance sector** by revamping the 'Open' App and implementing gamified progressive education for first-time buyers.
- **Reduced transaction friction and improved security sentiment** by designing an end-to-end system for raising fraud and disputes.
- **Optimized financial data legibility** by iterating on the 'One View' dashboard to make granular data more readable and understandable.

BlackBuck | Product Design I | Jun 2022 – Aug 2023

- **Reduced loan application fraud and streamlined operations** by designing a comprehensive LOS (Loan Origination System) platform from scratch for internal credit ops and sales teams.
 - **Improved verification accuracy** by conducting extensive user research to implement robust identity and document verification procedures within the UI.
 - **Led the end-to-end design lifecycle**, including UX research, wireframing, and high-fidelity prototyping, to overhaul BlackBuck's brand identity and financial services.
 - **Recognized as 'High Flyer of the Quarter'** for delivering high-impact financial service products that met critical business security and scalability goals.
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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:** Gemini, ChatGPT, Claude AI, AI-driven analytics flows.
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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)