

RASHMI B

SENIOR PRODUCT DESIGNER | FREELANCE PRODUCT DESIGNER | DESIGN TO DELIVERY

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PROFILE

Freelance product designer with 7 years of experience (2019–Present) designing and delivering digital products for founders, businesses and individual clients. I work across product thinking, user experience, interface design, interactive prototypes and execution.

EXPERIENCE

OVERNIGHT CO | Independent / Freelance Product Designer | 2019–Present (7 years)

Broad hands-on exposure across web applications, websites, dashboards, OTT platforms, travel, games, wellness applications, food ordering and marketplaces. Designed and developed products for founders, clients and stakeholders—handling product requirements, journeys, interface design, prototyping, implementation collaboration, iteration and launch support.

HIGHLIGHTED PRODUCT WORK

ALONGSIDE OS | Independent healthcare concept | [View Project](#)

Explored trust, care clarity, referrals and community in Bolt Pharmacy- and Fella Health-inspired experiences. Independent concept; not affiliated with AIOS.

BTD PANTHER | Shipped client work · 83 outlets | [View Project](#)

Mobile-first design for QR menu and customer journeys, staff workflows and scan/venue dashboards; worked across UX, testing and production fixes.

ROVE | Consumer photo-curation · Pre-launch | [View Project](#)

Designed upload, curation, selection and share-ready experiences, including early-access. Product has not yet publicly launched.

TIMEBRIDGE | Scheduling UX | [View Project](#)

Designed clearer booking journeys, date/time selection and time-zone communication.

TUTOROS | AI tutoring prototype | [View Project](#)

Designed guided lesson stages, feedback and voice interaction.

PITCHIQ | Startup idea evaluation | [View Project](#)

Designed structured idea evaluation and business insights.

ADDITIONAL PROJECTS

KORO — Kitchen e-commerce web app. [View project](#)

BITERUSH — Food ordering application. [View project](#)

FREAK — Live trivia application.

Kreatorly — India's Creator Marketplace.

DESIGN SKILLS & TOOLS

Design: UX/UI design, user flows, information architecture, wireframing, interaction design, responsive design.

Delivery: Interactive prototyping, UX writing, usability review, visual hierarchy, design QA.

Tools: Figma, FigJam and Canva (working familiarity); Claude-assisted prototyping; browser DevTools.

Technical familiarity: React, Next.js, TypeScript.

EDUCATION

B.E., Information Science & Engineering | Sri Krishna Institute of Technology | 2021