Tanmay Ravindra Wadhankar

Bachelor of Design, Interaction Design

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About

I design for products with a focus on the big-picture systemic context approached with human-centered methodologies to achieve business outcomes.

Work Experience

More Retail Private Limited
Product Design Intern

December 2024 - Present
Mumbai, Maharashtra, India

Designing experiences on the digital forefront of More Retail, an omni-channel grocery e-commerce business. Ongoing work includes designing a gamification strategy for the customers to:

1. Understand user behaviour & preferences to build a precise base for defining customer personas and enabling tailored recommendations, offers, and content through explicit user data.
2. Validate the hypothesis that online grocery shoppers differ significantly from in-store shoppers to refine omni-channel and marketing strategies for the respective user.

CARS24
Product Design Intern

May 2024 - Sep 2024
Gurugram, Haryana, India

Part of the dealer sales team, collaborated on redesigning the partner-customer experience of India's largest online used car marketplace.

1. Automated the dealer onboarding system to reduce the ideal TAT to 5 minutes from 1 day by exploring and defining the problem space, strategizing solutions, and implementing the user experience.
2. Understood the mental model and business acumen of used car dealers backed with research to redesign inventory listings.
3. Brainstormed and proposed features cum offerings for multiple gaps in the system by exploring user needs, business system, and technology.

Enterprise Minds India Pvt. Ltd.
Consultant

Oct 2022 - May 2023
Noida, UP, India

Provided design support to the team at EM to build an ONDC platform for Protean (formerly NSDL e-Gov).

1. Performed UX audits and benchmarking for existing designs.
2. Defined UX flows, architecture, and designs for multiple sectors, like Food & Beverages, Grocery, Electronics & Appliances, and Auto, on B2C and B2B ends.
3. Created interactive prototypes and tested the designs to improve the UX.

Self-employed
Freelance Designer

Feb 2020 - Jan 2022
India

The launchpad of my design career, where I still occasionally engage in freelance user experience design projects.

1. Contributed to a diverse portfolio of 20 projects.
2. Starting from graphic & UI Design projects, I expanded my expertise to incorporate research-driven experimental UX design tailored to clients' needs.
3. Learned negotiating and drafting contracts, managing flexible work processes, and handling client handoffs.

Projects

Setu   *View*

Setu is a service that aims to tackle harmful pre-existing societal norms around retirement and provides access to network and resources for pre-series A startups by fostering an intergenerational exchange of benefits.

Sambhav

Sambhav is a service that aims to improve the well-being of ragpickers in Indian slums by providing upskilling, resources, and a supportive community focused on their need of the hour - money.

Zeq

Zeq is an AI-powered system that aims to aid four wheeler EV adoption in India by strategically automating the route planning process, reducing week-long planning time significantly, allowing EV owners on anxiety-free long-distance trips.

Publication

Sambhav - Service Design *Nov 2023*
Journal - Design for All Institute Of India *ISSN: 2582-8304 Article 5 • November 2023*

Awards and Honors

Silver Winner - 2023 Student Service Design Challenge (SSDC) *Jun 2023 (6 months)*
Sambhav *View Credentials*

Sambhav was ranked 2nd from over 90 entries, representing over 20 universities and 15 countries worldwide. The winners were selected by a jury of design leaders and researchers worldwide from IKEA, IBM, Philips, Delft University of Technology and more.

Finalist - 2024 Stanford Center on Longevity Design Challenge *Apr 2024 (6 months)*
Setu *View Credentials*

Setu was among the top 8 concepts from 228 entries representing over 100 universities in 34 countries. The finalists were selected by a distinguished panel of 47 expert judges from industry, academia, and non-profit sector.

Skills

Design

System Thinking, Strategic Design, Design Management, Design Research, Sensemaking, User Experience Design, Storytelling, Visual Communication, Prototyping.

Tools

Pen and Paper, Figma, Adobe Creative Suite, Blender.

Education

Delhi Technological University *8.53 CGPA*
Bachelor of Design (Interaction Design) *Aug 2021 - May 2025*

Certifications

Putting Design Into Practice for Social Impact *Sept 2024 - Oct 2024*
2024 Cohort | Stanford d.School *View Credentials*

Activities

Volunteer *Jan 2022 - May 2022*
Desh ke Mentor (Mentoring School Students) *2-5 hours/week*