

SURAJ H. KADAM

Senior Product Designer | UX & Product Design Lead - E-commerce, Catalogue & Seller CMS Platforms

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SUMMARY

Product designer with 7+ years at Reliance Retail designing JioMart end to end the consumer storefront and the seller, catalogue and content platforms behind it. Lead a team of 7 designers. Ground decisions in field research and A/B experimentation, and measure them in conversion, cart abandonment, returns and cycle time. Certificate in User Experience Design, IDC-IIT Bombay (CEP).

CORE SKILLS

HCI • User Research • Contextual Inquiry • Usability Testing • A/B Testing & Experimentation • Information Architecture • Design Systems & Component Libraries • Wireframing & Prototyping • User Flows & Journey Mapping • Personas • Heuristic Evaluation • Enterprise B2B / SaaS UX • E-commerce & Marketplace UX • Mobile-First & Android Accessibility • Design-to-Development Handoff • Stakeholder Management • Cross-Functional Leadership • Mentoring • Interaction Design

EXPERIENCE

Reliance Retail - JioMart

Mumbai | 2018-Present

Deputy Manager - Team Lead, Design (UX & Product Design), 2023 - Present

Deputy Manager - Visualizer (JioMart app), 2018-2023

- **Led UX and product design for JioMart's seller enrichment platform (SMART Works)**, replacing a four-team email-and-spreadsheet relay with a self-serve portal on a single status model cut time-to-live from 7 days to 24 hours, collapsed hand-offs from 4 to 1, and processed 1.5L+ articles and 1M+ images with 95% post-rollout user satisfaction.
- Aligned 6 functions that had never designed together Brand, Category, Imaging, Content, MDM and Tech using IBM Enterprise Design Thinking: 32 stakeholder interviews, Hills-based goal setting and playbacks every 2-3 weeks; presented research findings and business outcomes to senior leadership on a recurring cadence.
- **Ran a 12-week field study (SMART User)** across 12 stores, 5 states and 4 language zones with 247 shoppers contextual inquiry, moderated usability testing and User-Usage Model plotting to redesign discovery for emergent users; validated in production A/B across 79,200+ sessions, lifting session-to-order conversion from 2.1% to 5.4% and cutting cart abandonment by 17.2 points.
- **Replaced text search with QR scan-to-order as the primary discovery path**, raising task success from 41% to 79%, reducing time-to-order from 8m 42s to 3m 15s (-63%) and cutting discovery-step funnel drop from 38% to 12%.
- **Authored Jio Mart's product image standards (SMART Product)** covering aesthetic, technical and legal-compliance rules across 12+ categories and 10+ image types; adopted across 7 Reliance banners. JioMart, JioMart Partner, Netmeds, Freshpik, Milkbasket, Reliance Smart and 7-Eleven lifting add-to-cart conversion from 1.8% to 8.4%, image CSAT from 2.1 to 4.6/5 and reducing returns from 18% to 4.2%.
- **Defined product vision and UX for (SMART Shoot) a mobile app** letting store staff capture compliant, studio-grade product images on a smartphone replaced a 15-30 day vendor cycle and a 50% rejection rate with in-store capture, supporting 2M+ products enriched, 40% inventory growth and 100+ stores onboarded.
- Built and led a team of 7 UX, UI and graphic designers, establishing JioMart's design system, component library and design-to-development handoff process reducing design rework by 40% and mentoring 3 designers to promotion.

Better Communications Pvt. Ltd.

Mumbai 2018

Visualizer, Team Lead

- Led 6 designers delivering offer and promotion imagery and UX for Reliance Smart and R-Grocery (JioMart's predecessor), standardising the product-image production pipeline across 1000+ SKUS per week.

Earlier

2015-2017

Assistant Director, Onjal Arts Production BARAYAN (Marathi feature, released 2018). **Freelance storyboard artist**, Zee Entertainment (&TV). Grounding in narrative structure and visual storytelling now applied to journey mapping and design communication.

EDUCATION

Certificate in User Experience Design CEP, IDC-IIT Bombay Dec 2021-May 2022 (Course Coordinator: Prof. Anirudha Joshi, IDC)

Master of Electronic Media (MAEM) University of Mumbai | 2015-2017

B.F.A. Applied Art (Illustration), First Class University of Pune | 2012-2015

CERTIFICATIONS & AFFILIATIONS

IBM Enterprise Design Thinking Practitioner (2022)

UI Mastery Program, Growth School - led by AVP Design, Swiggy, (2022)

Digital Transformation, Reliance University (2021)

Member, HCI Professionals Association India HCI 2022 & 2024

ACHIEVEMENTS & AWARDS

- **Outstanding Grad**, Final Year Documentary Film Project, University of Mumbai (2017) • **1st Award** 'everyday' Short Film, University of Mumbai (2016),
- **1st Award**, Illustration -Karnataka Tourism Ad campaign (2015), • **1st Award**, Illustration- "Bhatkanti" Project BFA Applied Art University of Pune (2013)
- **1st Award**, Calligraphy -Miniature Painting Government School of Art & Design, Aurangabad (2012)

TOOLS

Figma, Figlam, Miro, Adobe Photoshop, Adobe Illustrator, After Effects, Google Analytics, Hotjar, Maze, AI design tools.