SMARAN NAGARAJ

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Experience

NoBroker, ConvoZen.ai (Oct 2022 - Present)
Product Designer

- Led the design of ConvoZen.ai, a conversational AI platform, collaborating with stakeholders to create a product that achieved **8+ enterprise clients** (Tata AIG, Meesho, Cars24 and more) and generated **₹22+ Lakhs in monthly revenue** within months of launch.
- Created **10+ key features for ConvoZen.ai**, including moment tagging, dashboard insights, voice bot, and manual auditing, while also contributing to the website, marketing materials, and pitch decks. Helped secure the **Morgan Stanley Startup Innovation Award** among other accolades.
- Redesigned NoBroker's Paid Plans Services, a core revenue stream generating over **₹1 Cr monthly**, optimising experiences for tenant/buyer and owner/seller plans. This led to a 70% increase in owner onboarding, 3x increase in schedules, 3x more property visits, and 2x user engagement across plans.
- Delivered user-centric solutions across various projects at NoBroker, including Home Services, Listing & Discovery, and Univw, aligning product vision with business goals and driving an average 3x increase in user adoption.

Bhumiputra, Praxis and Studio Opifex (Jun 2018 - Sep 2022)
Lead Architect

- Architect with **4 Years** of Experience: Made, executed, and researched projects across diverse sectors, including residential, commercial, institutional, and hospitality, with a focus on both architecture and interior design.
- Developed **Studio Opifex's website**, integrating traditional architecture with digital media and design, which contributed to a 200% boost in lead generation.
- Managed **end-to-end design processes for 10+ projects,** ensuring functionality, aesthetics, sustainability, and alignment with client objectives and project requirements.
- Partnered with non-profits like **Ujjivan** to design furniture from recycled banknotes, with the capacity to serve **70+ schools** and benefit **100,000+ students.**

Education

MS Ramiah Institute of Technology, Bangalore (Aug 2014 - Aug 2019)
Bachelor's Degree in Architecture, BArch. GPA 9.04

Relevant Coursework: Architecture; Interior Design; Principles of Design

New Horizon Pre-University College, Bangalore (June 2012 - March 2014)
11th Std. - 12th Std.

Frank Anthony Public School, Bangalore (July 2000 - March 2012)
LKG - 10th Std.

Skills & Interests

Technical
Advanced in Figma and Photoshop, Illustrator, AutoCAD, Rhino, 3DS Max

Skills
User Experience Design, User Interface Design, Prototyping, Usability Research, Wireframing

Soft Skills
Project Management, Market Research, Client Presentation, Competitor Analysis

Awards
Rising Star at NoBroker Quarterly Awards; Winner at NoBroker '23 Hackathon

Languages
Fluent in English; Beginner in German