

SUCHITA AGARWAL

SENIOR UX DESIGNER

 Suchitaag.com

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EXPERIENCE

Senior Product Designer - NRMA (Sydney) Aug 2024 - Mar 2026

Led the CLP (Customer Loyalty Program) within the NRMA app. I've contributed to key initiatives such as the Customer recognition feature—designed to acknowledge and reward member loyalty, driving engagement and retention. I led the end-to-end design of the telematics experience within the app, and led rebranding of NRMA loyalty.

Working on the end-to-end user experience for motor claims lodgement and claims management, focusing on uplifting how customers lodge, track, and manage their claims.

Senior UX Designer - Telstra (Sydney) May 2021 - Jul 2024

Leading redesigning of Telstra Plus (loyalty rewards programme) Information Architecture. This involved continuous interaction with stakeholders and developers to understand constraints and timelines associated with it. This also involved unmoderated and moderated user testing to test flow of new IA and pages.

Led work to redesign an agent platform called Natama which involved extensive research, user testing, mapping storyboards, user flows, workshoping wireframing and prototyping, with terrific stakeholder feedback.

UX Designer - Freelancer.com (Sydney) Oct 2020 - Apr 2021

Improving the interaction design for the Freelancer website to increase user traffic on the platform.

Studying customer behaviour through Tobii eye tracking testing and transforming the data into qualitative and quantitative data.

UX / UI Designer - NSW Health (Sydney) Jul 2019 - Apr 2021

Working closely with clients, to translate business requirements and feedback into wireframes, user flows and conducting workshops.

Presented the low-fidelity prototype to our cross-functional teams and worked together on refinements.

Mapping out customer journey, emotions and pain points to understand their experience better.

ACHIEVEMENTS

Runner up Telstra Hackathon

Sep 2021

Introducing AR in App to enhance user experience at Marvel Stadium

Outstanding SMB experience

Sep 2021

Our team won the Outstanding Digital Service Experience in C&SB for allowing user to change profile (personal & SMB)

EDUCATION

 University of Melbourne
Jun 2017 - Jul 2019
Master of Information System

 Harness Projects
Aug 2021 - Nov 2021
UX design from scratch

CERTIFICATIONS

 LUMA Certified Practitioner of
Human-Centered Design
Jun 2022

 Intopia Designing for
Accessibility and Inclusion
Sep 2021

SKILLS

Design

 Prototyping

 Wireframing

 Personas

 Accessibility

 Workshop facilitation

Research

 Usability testing

 Competitive analysis

 Card sorting

Tools

 Sketch

 Miro

 Figma

 Jira

 Optimal Workshop