Suruchi Tayshete

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Experience

Instacart

Product Designer

Sep 2024 - Present

Growth and membership

Instacart+ member value: Shaped a framework for benefit discovery, merchandising, and redemption to help members better understand and utilize their membership benefits, contributing to program outcomes of **+8.5K incremental orders per week** and **+2.5K subscriptions**. Collaborated closely with Product, Data Science, Research, and Engineering to define the 2027 experience vision.

Ads and Monetization

Immersive Feed: Led **0→1 design** of a shoppable short-form video experience connecting inspiration to purchase. Explored interaction models, developed high-fidelity prototypes, and refined experiences through usability testing. **Featured in Instacart's Cannes Lions 2026 launch; experiments drove +0.35% display revenue/user.**

Sponsored Bundles: Led **0→1 design** of a previously unsuccessful ad format, rethinking how shoppers discover and purchase complementary products. Partnered with Engineering on experimentation, QA, and iterative launches, **driving +2.37% display add-to-carts/user** and **+0.64% display net revenue/user.**

Display Ads: Led brainstorming workshops to identify challenges with existing display ads and reimagined interactive carousel patterns within platform constraints. Improved product discovery and engagement, driving **+30% in click-through rate** and **+20% in cart additions**.

Walmart

Senior Product Designer

Nov 2022 - Sep 2024

Health and Wellness

Pharmacy: Led the redesign of prescription transfers and digital pharmacy management for a **46M-customer addressable base**, simplifying complex workflows and transitioning users from SMS to app-based experiences.
Partnered with Legal, Product, Engineering, and pharmacists to navigate regulatory constraints and translate complex journeys into intuitive interactions, driving **+30% digital prescription transfers**, **-10% pharmacist calls,** and **+15% prescription deliveries** among app members.

Health Programs: Led discovery and MVP design for programs supporting pregnancy and diabetes care. Used journey mapping, workshops, wireframes, and prototypes to simplify complex healthcare needs into approachable experiences.

Accenture

Senior Product Designer

Jul 2018 - Jun 2021

Pharmacy: Led the re-design process of the mobile and website ecommerce experiences to improve buying pharma products online for distributors and lab physicians.
Worked closely and collaborated with the team of developers, Product Manager and offshore teams to align on design strategies and prioritize features for each sprint.

Etisalat -Telecommunication and insurance domain: Collaborated with Fjord design team to prototype high-fidelity mockups for an automobile insurance experience.
Designed storyboards and high-fidelity mockups for group calling and events features in a messenger app.

Education

California College of the Arts

Masters in Interaction Design

2021-2022

Symbiosis Institute of Design

Bachelors in Communication Design - Graphic Design

2014 - 2018

Skills

Tools

Figma, Sketch, Adobe Illustrator, Adobe XD, Photoshop, Invision & Claude

Design

Interaction Design, Visual Design, Design Systems, High-Fidelity Prototyping and Motion, Usability Testing, Experimentation, Journey mapping, Information architecture and PersonaS

Product Launches & Recognition

Cannes Lions 2026

Instacart Ads - Immersive feed launch

Impact Awards, California College of the Arts

The outstanding startup award winner

Adobe Experience Maker Award

Finalist - Disruptor award for Roche dialog website design

D'source Corona Design Challenge, IIT Bombay

Winning Entry in the interaction design category