Suruchi Tayshete

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Experience

Instacart

Product Designer

Sep 2024 - Present

Growth and membership

Instacart+ member value: Shaped the design direction for Instacart+ membership experiences, developing a framework for benefit discovery, merchandising, and redemption to make membership value more tangible. **Contributed to +8.5K incremental orders/week and +2.5K subscriptions.** Partnered with Product 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, created high-fidelity prototypes, and iterated 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 Sponsored Bundles, reimagining a highly requested ad format that had struggled in previous attempts. Partnered with engineering on experimentation, QA, and iterative launches, driving **+2.37% in display add-to-carts** per user and **+0.64% in display net revenue** per user at launch.

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

Masters in Interaction Design
California College of the Arts
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