

Portfolio

2023

Raghvendra Singh |
Design Leader & Coach

Let me Introduce myself

Hi!

I am **Raghvendra Singh**,

As an experienced design professional, I am highly skilled in **leading** and **managing teams** to develop creative solutions that meet business objectives.

With a **passion for design** and a focus on **user-centred design** principles, I have a proven track record of **delivering** exceptional design solutions across multiple **platforms** and **industries**.

I believe in working together in **teams** and not in **silos**.



Sr. Manager UX at Rapipay

Overview

Project 1 -

REVX

“Intelligent prospecting and pitching tool for Sales teams”

Project 2 -

Ymax & PGov

“Approval workflow mgmt and Governance tools for product mix engine”

Project 3-

NYE

“One platform for all your financial needs.”

Project 1

Rev X

Intelligent prospecting and pitching tool for Sales teams

Key Features

- **Advertiser 360 Intelligence** – Spend across Media, Wallet share, Product Basket
- **Missed campaigns** – By medium, genre, campaign share
- **Predictive Leads** – Upcoming product launches, special days, brand communication

Pain Point

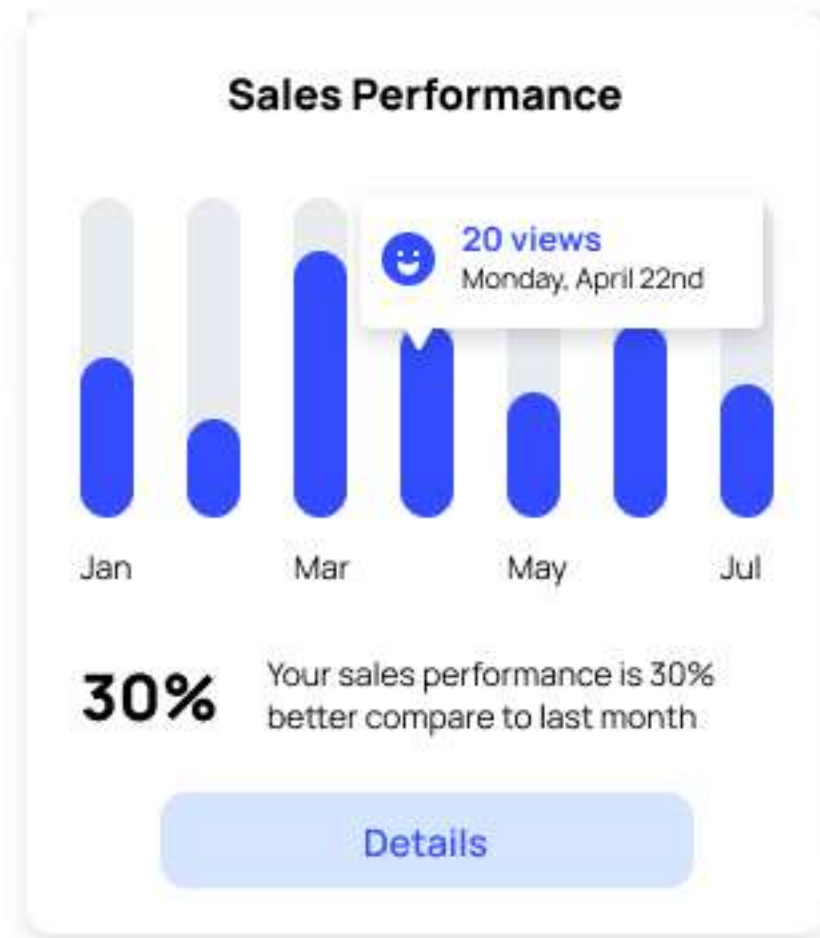
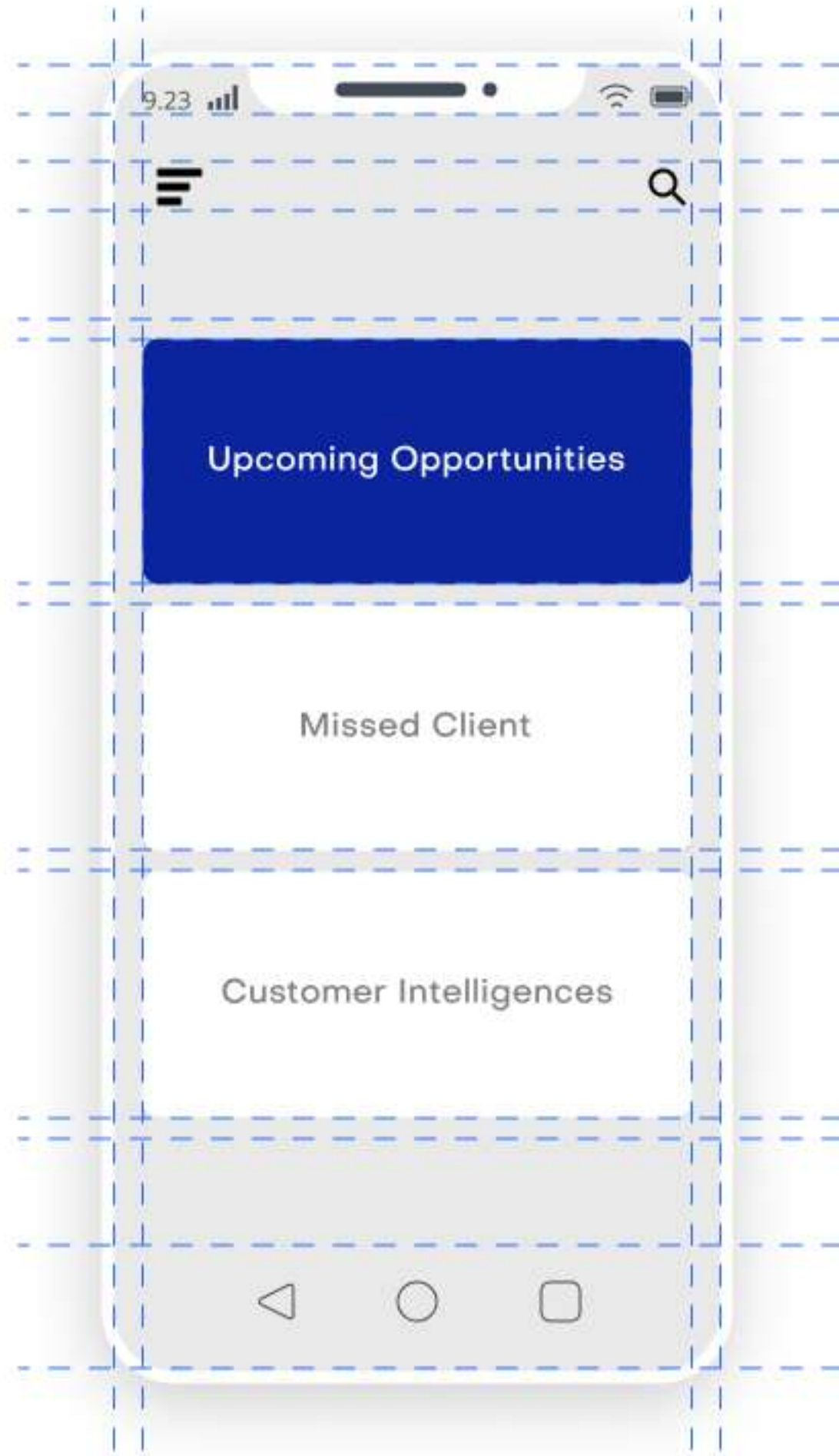
- Media Ad Sales prospecting done ad-hoc with inputs from Agencies, previous year advertising
- A mindset of retention versus hunting, often missing out on new advertisers
- Media sales execs lack knowledge about the Client's business and media buying behaviour, discussions centred around rate negotiations

Solution Build & Impact

- Revenue uplift: 1-2%
- Higher campaign share
- Higher new client revenue %

RevX

Visual Design



Month	No. of festivals	No. of Big days
March 19	4	0
April 19	0	4
May 19	0	9
June 19	1	2
July 19	0	3
Aug 19	0	3



Month	No. of festivals	No. of Big days
May 19	0	9

- International Labour...**
Big day | 1 May
Customer Count: 34
- World Press Freedom ...**
Big day | 3 May
Customer Count: 21
- World Laughter Day**
Big day | 6 May
Customer Count: 54

Upcoming Opportun...

Leads **Bookmarked** **Big Days**

BHARTI AIRTEL LTD

Tata Sky, Airtel Digital TV offer free star sports channel for ipl

In order to cash in on the ongoing indian premier league (IPL) fanfare, two DTH operators. Tata sky and airtel digital tv, have decided to provide free access to all matches of 2019. In a message. It was revealed that from 23 march to 19 May star sports 1 hindi, star sports 1 tamil, star sport 1 telugu, star sports 1 kannada and star sports 1 bangla will be available without any extra charge to tata sky users, Airtel Digital tv is also giving its users, both old and new, free access to star sports 1 and star sports 1 hindi till 19 may.

6 days ago [Read more](#)

[Source](#) [Action](#)

Leads **Bookmarked** **Big Days**

BHARTI AIRTEL LTD

Tata Sky, Airtel Digital TV offer free star sports channel for ipl

6 days ago [Read more](#)

Tata Sky, Airtel Digital TV offer free star sports channel for ipl

7 days ago [Read more](#)

Jio Effect: Airtel Now offering VoLTE on roaming, Follows Vod.

13 days ago [Read more](#)

Bharti Airtel 4G Hotspot plans d=starting at Rs. 399 per mont..

6 days ago [Read more](#)

BHARTI AIRTEL LTD

Missed Customer

My Markets **TV** **Print** **Radio**

Market	Value	TV	Print	Radio
Brahmavid The Global Sch	176.20 lac	0%	100%	0%
Times Scholars Gurukul	107.44 lac	50.6%	49.4%	0%
Sri Vaishnav Shik & Amp	87.90 lac			

Project 2

YMax & PGov

“Approval workflow mgmt and Governance tools for product mix engine”

Key Features

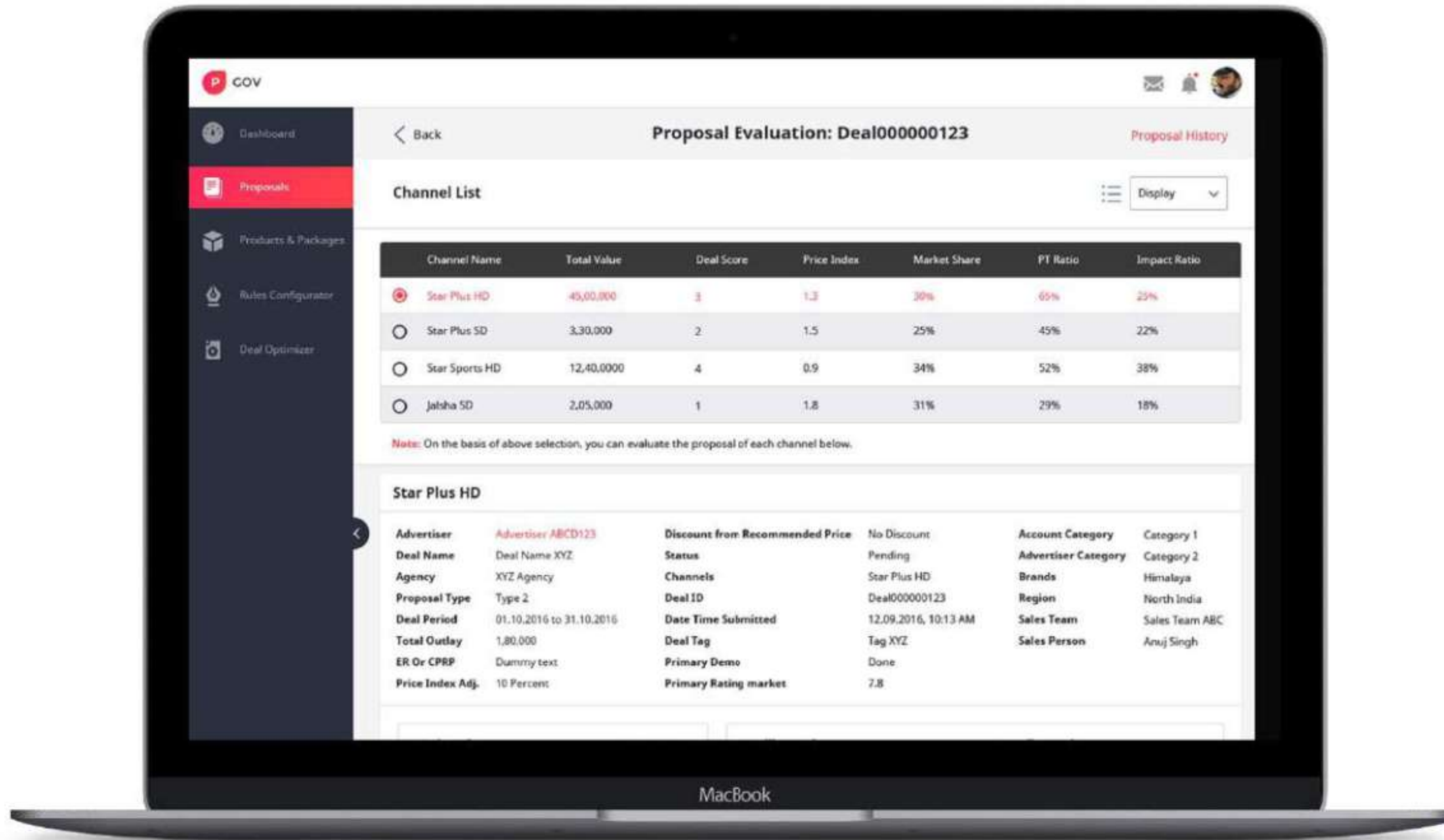
- Client-specific **predictive price guidance**
- **Optimised product mix** (Shows, RODP bands) recommendation
- **Value leakage** alerts, in-built approval assist
- **360 deal view** – Negotiation trail, Amendments
- Deal, Yield, and Price deviation tracking dashboards

Pain Point

- B2B pricing is non-standard & heavily negotiated, and needs customization at the Client & transaction level
- Sales teams use heuristics which are sub-optimal leaving ‘money on the table’ and allowing bad deals
- Over multiple transactions, this can result in losses in yields and margins

Solution Build & Impact

- Yield uplift: 3-6%
- Better demand dispersion/inventory fills for Media
- Faster Approvals, complete audit trail



GOV
Proposal Evaluation: Deal000000123
Proposal History

- Dashboard
- Proposals
- Products & Packages
- Rules Configuration
- Deal Optimizer

Channel List

Channel Name	Total Value	Deal Score	Price Index	Market Share	PT Ratio	Impact Ratio
Star Plus HD	45,00,000	3	1.3	30%	65%	25%
Star Plus SD	3,30,000	2	1.5	25%	45%	22%
Star Sports HD	12,40,0000	4	0.9	34%	52%	38%
Jalsha SD	2,05,000	1	1.8	31%	29%	18%

Note: On the basis of above selection, you can evaluate the proposal of each channel below.

Star Plus HD

Advertiser	Advertiser ABCD123	Discount from Recommended Price	No Discount	Account Category	Category 1
Deal Name	Deal Name XYZ	Status	Pending	Advertiser Category	Category 2
Agency	XYZ Agency	Channels	Star Plus HD	Brands	Himalaya
Proposal Type	Type 2	Deal ID	Deal000000123	Region	North India
Deal Period	01.10.2016 to 31.10.2016	Date Time Submitted	12.09.2016, 10:13 AM	Sales Team	Sales Team ABC
Total Outlay	1,80,000	Deal Tag	Tag XYZ	Sales Person	Arunj Singh
ER Or CPRP	Dummy text	Primary Demo	Done		
Price Index Adj.	10 Percent	Primary Rating market	7.8		

Market Share

35%

Market Share Percentage

Trailing Index

Price Index: 1.23

Adjust Price Index: 1.23

Leading Index

Price Index: 1.23

Adjust Price Index: 1.23

Overall Grid Evaluation

PT Ratio: 18% 89%

Impact Ratio: 40% 87%

Adjustment Level: 5% 83%

Original Repeat Ratio: 62% 80%

WE Ratio: 18% 72%

Must Push Show

- MasterChef Season 01 (C) (Mon-Sun) - (18:00 to 18:30)
- Yeh Rukha Ruka Kehata Hai (R) (Mon-Sun) - (12:30-13:00)
- SHAKH BANA (C) (Mon-Sun) - (20:00-20:30)

Sales Unit Evaluation

Absolute ● Percentage ● Display

IDENTIFIERS	GRP/TVR	RECOMMENDATION	CPRP
Sales Unit: MasterChef Season 01 (C) (Mon-Sun) - (18:00 to 18:30)	Channel: 4500 Client: 4200 Total Client GRP: 8100 Total Channel GRP: 9600	Price: 6000 PCT: 800 Outlay: 240000	CPRP Client: 600 CPRP Channel: 4400
Commercial Type: Spot Buys Deal Line Type: Commercial Period From: 10.01.2016 Period To: 10.31.2016	PITCH TO CLIENT Pitched Price: 82500 Pitched PCT: 40 Total Pitched: 330000	BENCHMARKS National: 18% Regional: 14% Precedence: 12%	INVENTORY Fill Rate: Nov - Oct Demand Rate: Nov - Oct

[Add Comments](#)

Project 3

NYE

“One platform for all your financial needs.”

Key Features

- Freedom to choose banking partner from leading Indian banks
- Instant and seamless digital account opening
- Manage all your accounts on a single app
- Direct payment from your bank account without adding money to the wallet.
- Pay directly from your NYE Prepaid

Pain Point

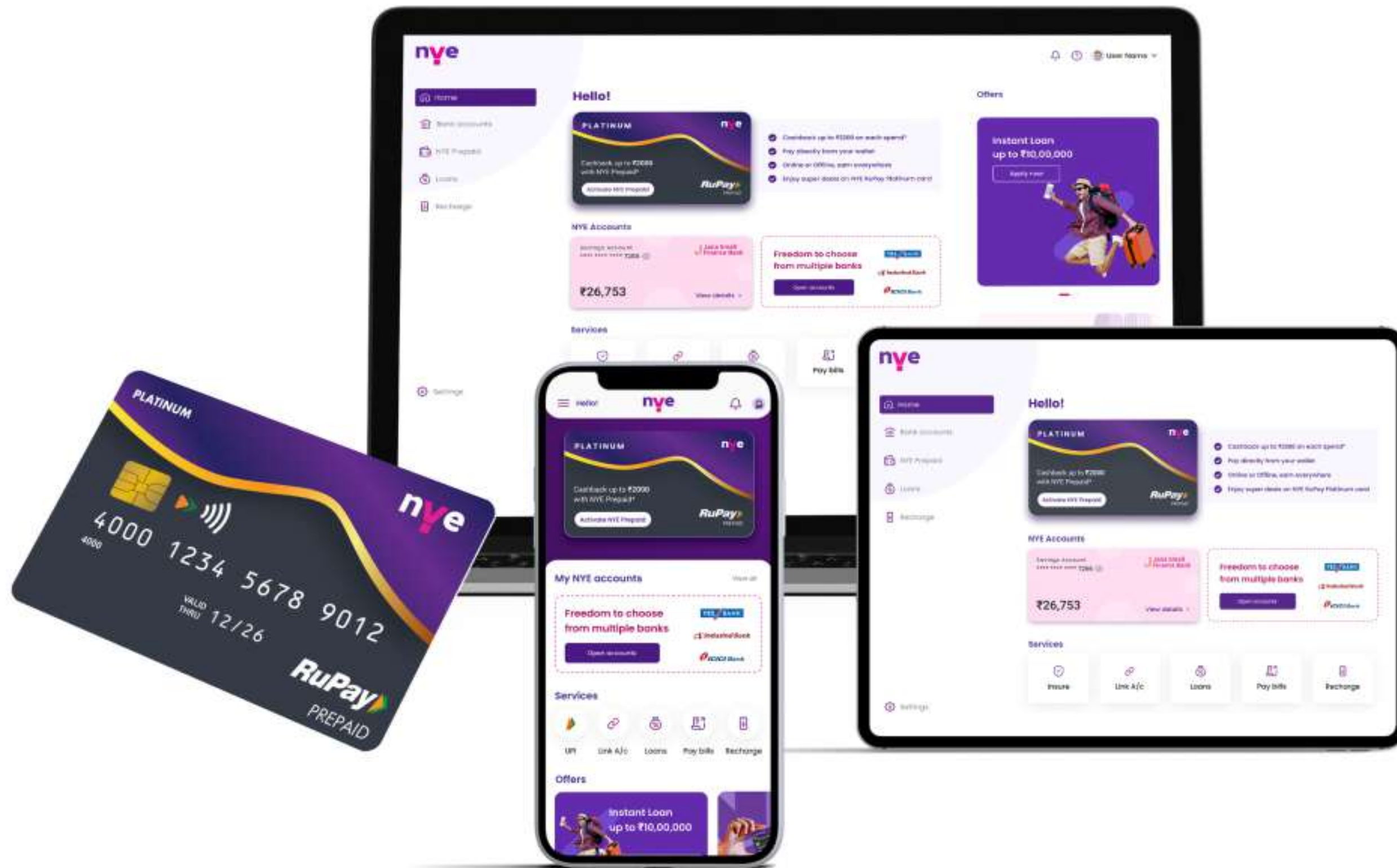
- How to managing multiple banks accounts and keep track records on all the financial transaction.
- Account opening process is a tiring and time taking process.
- Loading the wallet balance in multiple apps for making payment on online and offline shopping

Solution Build & Impact

- 10K Download
- Super App for all the financial need.
- The NYE wallet is a secure and RBI-approved digital wallet. The NYE wallet is a no-top-up wallet, i.e., you can pay directly from your bank account without adding money to the wallet.
- Rewarding, revolutionary, and reliable

NYE

Mobile & Web



nye

One App Multiple Bank Accounts



What is there to offer

After working in a product and services-based organisation, I have practised my UX design skills from an individual contributor role to a senior manager role. Learn from the community and now I am trying to give back to the community through mentoring and guiding junior designers in their journey.

What i am good at



Building visual language



Managing projects & teams



Mentorship



Conducting Research Workshop



Team Lunches



Thank You !

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