

Raveena Raghuwanshi

Portfolio: raveenaraghuwanshi.com

Linked in: [Raveena Raghuwanshi](https://www.linkedin.com/in/RaveenaRaghuwanshi)

Contact: raghuwanshiraveena@gmail.com

Education

Master of Pharmacy

RGPV University, India - 2013

Bachelor of Pharmacy

RGPV University, India - 2010

Skills

Design: User Interface (UI), Wireframing, Prototyping, Storyboarding, Visual Design (Canva/Figma), Merchandising Design.

Research: User Research, User Testing, Persona Mapping, End-to-End Recruitment Research, Formulation Analysis.

Strategy: Amazon Ads, Conversion Rate Optimization (CRO), Stakeholder Management.

Certificates:

Google UX Design Specialization

Google AI Essential Specialization

Google Ads Beginner

Tools:

FIGMA, Canva, Microsoft office, Google workspace.

Experience

Merch By Amazon | Freelance

Jan 2021 – Present

Designed and launched digital products using **Canva**, focusing on visual hierarchy and consumer trends to drive sales.

Managed **Amazon Ads** campaigns, analyzing performance data to optimize ad spend and improve click-through rates.

Applied iterative design principles to refine merch graphics based on user feedback and marketplace data.

Aarch Solutions | Sr. Sourcing Specialist

Bangalore, India Jan 2014 – Oct 2014

Managed end-to-end recruitment lifecycles, acting as the primary bridge between client needs and candidate experience.

Increased candidate placement by 40% for a struggling client account by redesigning the sourcing workflow and improving candidate engagement strategies.

Conducted deep-dive interviews to understand stakeholder (client and candidate) pain points, ensuring a high-quality match for technical roles.

Zydus Cadila (F&D) | Jr. Scientist

Ahmedabad, India Oct 2011- April 2012

Applied the scientific method to product development. Collaborated with cross-functional teams to develop pharmaceutical formulations, adhering to strict regulatory standards.