

# Deepa Bharadwaj

Product Designer | U.S Citizen

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734.263.4130

## EDUCATION

### Stanford University

Product Management Certificate

Jan 2023 - April 2023

### UC Berkeley

Professional Program in UX Design

Jan 2020 - July 2020

### University of Michigan

Masters in Architectural Design

Sep 2016 - May 2018

### Anna University

Bachelors in Architectural Design

Aug 2011 - May 2016

## SKILLS

### Holistic Experience Design

End to end (hybrid UX + UI) UX design

Product/ UX Strategy

Design Sprints

Scrum and agile methodologies

### UX Research

Rapid Prototyping (low + high fidelity)

Competitive analysis

User interviews & workshops

Usability testing

### Design Tools

Figma

Sketch

Illustrator

Adobe XD

Photoshop

JIRA

Basic HTML/CSS

## WORK EXPERIENCE

### Senior UX Designer - Steelcase

Jul 2021 - Present

San Francisco, CA

Leading high impact innovations in B2B and B2C digital customer experiences, working with the Executive team to define business objectives and OKRs, collaborating cross-functionally with engineering, UXR, UED, content, analytics, marketing & CSMs.

- Envisioned Online Application Configurator, managing the \$500k project from initial concept to pilot, scheduled to be launched in Q4 '23.
- Spearheaded the Configurator pilot, achieving 100+ user adoption in a 3 month period, with 90% user satisfaction.
- Designed holistic experience for dealers on a single platform, unifying 3+ digital tools, aligning content to key steps of customer journeys, driving \$1.5M investment.
- Facilitated user research workshops for five high profile clients and strategized innovation themes for the company, working with multiple CXX / VPs, to uncover unmet needs and prioritize key product features.
- Design lead for the Steelcase IT DEI team- designed internal DEI website, increasing visibility of minority groups through the platform.

### UX/ Visual Designer - Code for San Jose

Mar 2021 - Jul 2021

San Jose, CA

Developed end-to-end user experience for residents applying directly and through a community based organization (CBO) for CiviForm- a City of Seattle assistance program.

- Defined accessibility requirements for web & mobile screens, designed 10+ pages, coordinated interface solutions with engineers and project managers.

### Designer II - Solomon Cordwell Buenz

Jan 2020 - Jul 2021

San Francisco, CA

Employed a systematic approach to solving complex concept-driven projects & ideated innovative ways to simplify solutions to maximize usability, efficiency and client satisfaction.

- Collaborated cross-functionally in a fast-paced environment with engineers and consultants to meet tight deadlines.
- Communicated and informed project team members through all stages of design, delivering \$19M Oakland and \$5M Hawaii projects.

### Designer - CallisonRTKL

Jul 2018 - Dec 2019

Chicago, IL

Designed projects in commercial sector, experimented with 3D modeling and AR/VR for visualization of domestic and international projects.

- Established electronic rendering team for quicker, better renderings- decreased rendering budget by 75% and turnaround time by 30%.
- Won first place in firmwide competition to repurpose the historic Guyon hotel, design solution published in Architect and Curbed magazines.