Deepa **Bharadwaj**

SENIOR UX DESIGNER | U.S CITIZEN

☐ (+1) 734-263-4130 | ✉ deepa@deepabharadwaj.com | 🏠 deepabharadwaj.com | deepabharadwaj | in deepa-bharadwaj

Experience

Senior UX Designer   *San Francisco*
STEELCASE   *Jul 2021 - Present*

- Leading high impact innovations in B2B & B2C digital customer experiences, solving user problems through the lens of design thinking, coupled with explorations of technology and key requirements for business success.
- Envisioned Online Application Configurator- a tool driven by generative design and data models, allowing users to make quick changes on a web-based platform to 3D models. Managed the $500k project from initial concept to pilot, scheduled to be launched in Q4 '23.
- Spearheaded the Configurator pilot, leading design iterations through user testing sessions to validate key features and identify potential gaps in the experience. Achieved 100+ user adoption in a 3 month period, with 90% user satisfaction.
- Designed a holistic experience for dealers integrating high-performing internal tools on a single platform, securing $1.5M in funding for MVP.
- Increased user efficiency by 50% using a Dynamic Recommendation System for Planning Ideas page.
- Modernized Steelcase's UX Design organization by introducing Figma- conducted workshops & tutorials to increase awareness.
- Design lead for the Steelcase IT DEI team- designed internal DEI website, increasing visibility of minority groups through the platform.
- Lead user research workshops for high profile clients and strategized innovation themes for the company, working with multiple CXX / VPs, to uncover unmet needs and prioritize key product features
- Works with the Executive team to define business objectives and OKRs, product requirements and future product opportunities based on qualitative and quantitative data for different stages of the product release cycle.

UX/ Visual Designer   *San Jose, California*
CODE FOR SAN JOSE   *Mar 2021 - Jul 2021*

- 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. Worked on elegant design solutions that perform appropriately and scale gracefully across web & mobile.
- Defined accessibility requirements for key pages, designed UI mockups, coordinate interface solutions with engineers & project managers.

Designer II   *San Francisco, California*
SOLOMON CORDWELL BUENZ   *Jan 2020 - Jul 2021*

- Employed a systematic approach to solving complex concept-driven projects & ideate innovative ways to simplify solutions to maximize usability, efficiency, and satisfaction of clients. Collaborate cross-functionally with engineers and consultants to meet tight deadlines.
- Communicated and informed project team members throughout all stages of design, for delivering $19M Oakland and $5M Hawaii projects.

Designer   *Chicago, Illinois*
CALLISONRTKL   *Jul 2018 - Dec 2019*

- Designed projects in commercial sector, experimented with 3D modeling & AR/VR for visualization of domestic and international projects.
- Established electronic rendering team for quicker, better renderings- decreased rendering budget by 75% and cut turnaround time by 30%.
- Won first place in a firmwide competition to repurpose the historic Guyon hotel, design solution published in Architect & Curbed magazines.

Education

Stanford University   *Stanford, California, USA*
PRODUCT MANAGEMENT CERTIFICATE   *Jan 2023 - Apr 2023*

UC Berkeley   *San Francisco, California, USA*
UXUI CERTIFICATE   *Jan 2020 - Jul 2020*

University of Michigan   *Ann Arbor, Michigan, USA*
M.ARCH   *Sep 2016 - May 2018*

Anna University   *Chennai, TamilNadu, India*
B.ARCH   *Aug 2011 - May 2016*

Skills

Experience Design	End to end (hybrid UX + UI) UX design, B2B + B2B2C Experience, Visual Design, Interaction design, User-Centered Design, Web + mobile design patterns, Product/UX strategy, Contextual inquiry, User interviews, Usability testing
Interaction Design	Wireframing, Mockups, User Flows, Art and Illustration, Visual Design, Graphic Design, Branding and Identity, Web Content, Motion Design, Rapid Prototyping, Low-Fidelity and High-Fidelity Protoyping
Tools	Figma, Invision, Sketch, Adobe Photoshop, Adobe Illustrator, Adobe Indesign, AdobeXD, Adobe Premiere Pro, Adobe Premiere Pro, Adobe After Effects, Miro, Mural, Agile Methodologies, Sketchup, Revit, AutoCAD, Rhino, Fabrication
Programming	HTML, CSS, JavaScript, Git, AnimeJS