



Diksha Bhatnagar

Product Designer

About me

Toronto-based UX Designer, with a passion for designing solutions that are not only visually appealing but also user-centric and a focus on user research, prototyping, and visual design

Contact

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Skills

- UX Design
- Market Research
- A/B Testing
- Multivariate Testing
- Usability Testing
- Agile (Scrum & Kanban)
- Business Matrices
- Information Architecture
- Persona identification & Analysis

Education

- 2023
Certificate in User Experience Design
CareerFoundry
- 2014
Post Graduate Diploma in Business Administration
University of Otago, New Zealand

Work Experience

- 2021 - 2023 | Pillar To Post
 - Managed the fast performing IT Help-Desk team.
 - Utilized the feedback that we got from our users to design a better Home Inspection App.
 - Worked on re-designing the new Ticketing tool.
- 2018 - 2021 | Seagate Inc.
 - Facilitated working sessions with cross-functional teams (including off-shore & third-party vendors) to drive business requirements, technical solution design, and product delivery.
 - Re-designed the UI, content & workflow of Seagate's Contact Us & Warranty pages thereby reducing the number of inbound calls by 40%.



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Tools

- Google Analytics
- Figma
- Miro
- Notion
- Trello
- Usability Hub
- Salesforce
- JIRA
- Survey Monkey
- M365
- Google Suite

2014 - 2018 | KOOVS Marketing Pvt. Ltd.

- Managed concept to launch of a visual merchandising tool to optimize product visibility on a page using algorithms like inventory count, color, product type, etc. leading to high inventory turnover ratio.
- Managed numerous direct mail marketing campaigns - supervised A/B split testing for lead generation emails resulting in an open rate increase of 11% and CTR increase of 22%.

2014 - 2014 | Aptus Software Labs Pvt. Ltd

- Managed enhancements and roadmaps for product catalog, promotions and ratings & review platform.

2013 - 2014 | Southern District Health Board

- Analyzed SDHB's Equipment Loan Service to identify if we should go with Public Pvt. Partnership or Outsourcing did Financial valuation, Capital budgeting along with Sensitivity and Risk analysis