

Shubham Bhardwaj

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PROFILE

User-focused Product Designer skilled in creating intuitive, data-driven designs that enhance engagement and deliver seamless user experiences.

PROFESSIONAL EXPERIENCE

AlignBooks, Product Design Lead Aug 2024 – Present | Noida

- Led the redesign of AlignBooks' web platform, achieving a 20% increase in user engagement, a 15% improvement in retention rates, and a 45% reduction in bounce rate by aligning design goals with business objectives.
- Designed data-driven dashboards and collaborated with stakeholders and cross-functional teams to prioritize and launch high-impact features, resulting in a 25% faster time-to-market while maintaining a user satisfaction score of 90%+.

Ambli AI, Product Design Intern Dec 2023 – Feb 2024

- Led a cross-functional team of developers and designers to craft intuitive user interfaces, driving a 25% improvement in user engagement by prioritizing usability and accessibility.
- Developed and optimized design solutions for web applications, ensuring seamless user experiences, cross-browser compatibility, and scalability through collaborative testing and iteration.

Vovance, UI/UX Design Intern Aug 2023 – Nov 2023

- Designed and developed responsive web interfaces using HTML, CSS, and JavaScript frameworks, achieving a 30% improvement in load times.
- Conducted usability testing and iterative design optimizations, leveraging user feedback to improve performance and responsiveness across applications.

Viral Fission, Team Leader Nov 2022 – Jul 2023

- Led a team of over 36 ambassadors, overseeing strategic planning, campaign execution, and user engagement by using strong communication and social skills to ensure smooth task execution.
- Managed campaigns involving more than 1,000 users, significantly increasing brand reach and impact.

EDUCATION

KJ Somaiya Institute of Technology, Mumbai

Electronics and Telecommunication, BTech

- CGPA - 9.42
- Chief Technical Officer - GRSS
- Joint Chief Technical Officer - IEEE

SKILLS

Product Design, UI/UX Design, Wireframing, Prototyping, Interaction Design, Responsive Design, Figma, Sketch, Adobe XD, Design Systems, Collaboration, User Research, Problem-Solving, Style Guides, HTML5, CSS3, JavaScript, React, Cross-Browser Compatibility, Communication Skills