Tanishq Bafna

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EDUCATION

Virginia Tech, Virginia   **12/2022**
- M.Eng in Computer Science, Current GPA - 3.675.
- Coursework: Social Computing & Computer-supported Cooperative Work, User Interface Software.

Vellore Institute of Technology, India   **08/2021**
- B.Tech in Computer Science, Cumulative GPA - 3.750.
- Hackathon Attended -Smart Web Application Development, Ethnus.

ACADEMIC PROJECTS

E-commerce Application using Python Django - https://cs5774proj.herokuapp.com/home.
- Led complete redesign of websites with findings from customer segmentation and competitive research, increasing website leads by 100%. Improved and updated 3 platforms leveraging modern JavaScript and Bootstrap. Web app developed with Python Django.
- Collaborated with product and marketing teams for an entirely redesigned mobile onboarding process, boosting retention and user experience by 40%.
- Redesigned new user sign-up form and flow, driving a 10% increase in user interaction.

AR Application with Unity3D and Vuforia - https://www.tanishqbafna.com/Blog3.html.
- Delegated code review sessions with peers to present and analyze system designs; suggestions reduced defect creation rate by 25%.
- Performed analysis and implementation of user-centric designs while adhering to prescribed interface principles and related development goals via design systems.
- Facilitated 3 design thinking workshops for end-users to identify use cases and develop project requirements. Executed 4+ user-testing focus groups leading to 3 new product features.

WORK EXPERIENCE

Centillion, ITLH, Mumbai, India   **07/2020 - 11/2020**
UI/UX Design Intern
- Identified user concerns in interfaces, recommended design changes and iterative updates, and supported research, usability, and A/B testing to create 2 unique prototypes.
- Deployed Google Analytics, analyzed websites and other digital content, and upgraded channels with increased average app engagement time by 2x.
- Remodeled website flows and navigation menus, reducing recurrences of misdirected customer service queries by 30% and improving traffic to previously neglected pages.

AIESEC, Beau Bassin, Plaines Wilhems District, Mauritius   **06/2019 - 08/2019**
Global Volunteer, Web Design Intern. Supervised web designing and front-end development and functions.
- Executed a performance reporting template. Leading a transition to a paperless practice by implementing a faster, safer, accurate classroom system, receding office overhead by 10%.
- Conducted testing with 10+ participants using InVision and UserTesting.com; synthesized and designed against findings from User Research causing decreased bounce rate for primary user flow by 30%.
- Coordinated a team of 2 developers and 2 designers to deliver 5 valuable features and accomplish business and customer needs. Implemented full-length operation and presented high-quality UI/UX design and visual components.

SKILLS AND PROFICIENCIES

- Accomplished UI/UX designer specializing in Human-Computer Interaction (HCI); supporting human interactions with complex systems and software.
- Instrumental in applying creative and synergistic approaches to web development with in-depth knowledge of necessary IT tools.
- Dedicated to creating inviting and user-friendly interfaces from simple open-source applications to complex proprietary systems.
- Collaborative UX Designer professional; displaying multitasking skills with the propensity to work within a complex and fast-paced work setting.
- Possess technical proficiency in User Interface (UI) Design, User Experience (UX) Design, VR/AR/XR, Adobe XD, Figma, Sketch, Product Design, Prototyping. Unity3D Developer, Information Architecture.