

Tanishq Bafna

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EDUCATION

Virginia Tech, Virginia

12/2022

- Masters of Engineering in Computer Science, Current GPA - 3.77.
- Associated with the [Center for Human-Computer Interaction](#).
- Courses: Human-Factor & System Design Usability Engineering, Models and theories in HCI.

Vellore Institute of Technology, India

08/2021

- Bachelor of Technology in Computer Science, CGPA - 7.94/10 (WES - 3.750).

SKILLS AND PROFICIENCIES

Technical proficiency in User Experience (UX) Design, Information Architecture, and Product Design. User Interface (UI) Design - Interaction Design, Web Design, Visual Design, Motion Design, Rapid Prototyping, Prototyping, Wireframing, Human Factors, and User-Centered Design. Expertise in HCI - Usability Testing, User-centered Design, Wireframing, Human-centered Design, UX Research, VR/AR/XR, and Adobe Creative Suite. Adobe XD, Figma, Sketch, Unity3D, Tableau. Language - Javascript, Django, D3.js, Information Visualization, Virtual Environments, wireframe, user test, product management, product improvements.

- Accomplished UX designer specializing in Human-Computer Interaction (HCI); supporting human interactions with complex systems and software. Instrumental in applying creative and synergistic approaches to UX design.

WORK EXPERIENCE

CX Studios, Texas, USA

06/2022 - 08/2022

UX Designer. Worked on a complete Digital Customer Experience Lifecycle with two key focus areas:

- Employing design thinking skills for clients in the healthcare industry & Evaluated insights to design a website for CX Studios.
- Created Wireframes & Prototypes for the product. Worked with Design Lead to produce initial Information architecture and orchestrated user work roles for the product.
- Interacted with Analytics and Sales teams to identify user needs for the Product.

Centillion, Mumbai, India

07/2020 - 11/2020

UI/UX Designer.

- Identified user concerns in interfaces, recommended design changes and iterative updates, supported research, usability, and A/B testing to create two unique prototypes.
- Deployed Google Analytics, analyzed websites and other digital content, and upgraded channels to increase average app engagement time by 2x.
- Conducted testing with 10+ participants on UserTesting.com; synthesized and designed against findings from User Research.

Aiesec, Beau Bassin, Plaines Wilhems District, Mauritius

06/2019 - 09/2019

Web Design Intern. Supervised web designing and front-end development and functions.

- Executed a performance reporting template. Led a transition to a paperless practice by implementing a faster, safer, accurate classroom system, receding office overhead by 15%.
- Collaborated with product and marketing teams to redesign the mobile onboarding process, boosting retention and user experience.
- Redesigned new user sign-up form and flow, driving a 10% increase. Implemented full-length operation and presented superior UI/UX design and visual components.

LEADERSHIP EXPERIENCE

Soroptimist International - Aiesec, Rose-Hill, Mauritius

06/2019 - 08/2019

Global Student Volunteer. Counseled the NGO in providing two daily sessions to contribute and help all elderly & youth.

- Guided youth, showing youth a future of tomorrow! Interacted, engaged, and empowered elderly.
- Imparted IT skills, aid classes, and soft skills training to 7-20 year-olds. Managed new potential structures and projects for growth of the NGO.
- Coordinated in planning 10+ future projects to engage young and elderly groups, helping with logistics and administrative departments of the NGO by assisting in Accounting.

ACADEMIC PROJECTS

E-commerce Application using Python Django - <https://cs5774proj.herokuapp.com/home>.

- Led complete redesign of websites with findings from customer and competitive research.
- Improved and updated 3 platforms leveraging modern JavaScript and Bootstrap. Web App developed with Python Django.
- Coordinated a team of two developers and two designers to deliver 5 valuable features and accomplish business and customer needs.

AR Application with Unity 3D Game Engine and Vuforia - <https://www.tanishqbafna.com/Aurel.html>

- Delegated code review sessions with peers to present and analyze system design suggestions to reduce error creation.
- Executed 4+ user-testing focus groups leading to 3 new product features. Performed analysis and implementation of user-centric designs while adhering to prescribed interface principles via design systems/patterns.
- Facilitated 3 design thinking workshops for end-users to identify use cases and develop project requirements.

Salon Booking App - <https://www.tanishqbafna.com/Aqua-Beauty.html>

Real Estate Business Website - <https://www.tanishqbafna.com/Real-estate-Brand.html>

HONORS & AWARDS

Build Wireframes and Low-Fidelity Prototypes - Google Career Certificates

Start the UX Design Process: Empathize, Define, and Ideate - Google Career Certificates

Google Certification Foundations of User Experience (UX) Design - Google Career Certificates

Google Certification in Introduction to Augmented Reality and ARCore - Google

Advanced UI/UX Designer Certification - ITLH

Hackathon (Smart Web Application Development - Ethnus)

Hack4cause (VIT SCOPE & IEEE - Society On Social Implications Of Technology.)