Tanishq Bafna

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WORK EXPERIENCE

Product/UX Designer, Daughters App.

Remote, 08/2023 - Present

- Designed 20+ wireframes, prototypes, mock-ups implementing interaction design, UX principles in Figma ensuring engaging, user-friendly interfaces.
- Conceptualized user focused UX designs for upcoming iOS app incorporating human factors psychology, accessible practices (WCAG), industry standards enhancing ease of use by 23%.
- Analyzed stakeholder feedback, information architecture, user personas enhancing primary user flow, attaining an 85% task completion rate before launch.

UI/UX Designer (Contract), Fruitfulinc, Inc.

Remote, 04/2023 - 08/2023

- Analyzed user behavior, implemented A/B testing, evaluated changes on small user subsets mitigating risks of adverse revenue impact from major alterations.
- Partnered with developers leveraging Agile methodologies, fostered partnerships facilitating iterative design, rapid feedback loops, efficient product development.
- Integrated interaction/visual design principles, user journey analysis elevated dashboard engagement, attaining 10% increase in user satisfaction.

UI/UX Design Content Strategist (Contract), Avocademy Inc.

Remote, 01/2023 - 04/2023

- Orchestrated creation of tailored content by collaborating with program managers establishing personas, user journey maps; achieving 20% increase in active user participation.
- Capitalized on empathy-driven strategies, incorporating gamification, micro-interactions, stimulating 15% gain in user satisfaction.

UX Designer, CXStudios, Texas, USA

Remote, 06/2022 - 08/2022

- Devised customer journey maps, informed by user interviews, leading to 15% growth in data points about client's audience, guiding design decisions, user experiences aligned with user-focused solutions.
- Coordinated collaborative design thinking sessions with design lead & UX experts to develop wireframes, rapid prototypes, enabling early testing, validating concepts before final implementation.
- Monitored CXStudios' 90-Day MVP Campaign's omnichannel initiatives using Adobe Analytics, Wevo.ai ensuring friction-free interactions resulting in 20% increase in customer acquisition.

UI/UX Designer (Freelance), Centillion

Mumbai, India, 07/2020 - 11/2020

- Developed two prototype versions for A/B testing, driving user-oriented research on iOS apps, addressing concerns, proposed design changes, iterative updates.
- Leveraged Google Analytics for comprehensive performance analysis, optimized engagement strategies achieving 2x increase in average app engagement time.
- Executed in-depth user testing with 10+ participants via UserTesting.com, Utilizing insights for data-driven design enhancements, reducing bounce rate for primary user flow by 10%.

Web Designer, Aiesec

Plaines Wilhems District, Mauritius, 6/2019 - 09/2019

• Led web design & development, pioneering paperless transition, achieving 10% overhead reduction by refining website flows, directing 30% decrease in misdirected, overlooked traffic.

LEADERSHIP EXPERIENCE

Global Student Volunteer, Soroptimist International

Rose-Hill, Mauritius, 06/2019 - 08/2019

• Conducted daily counseling sessions, provided expert guidance, skill training, imparting IT, soft skills while coordinating, planning future projects ensuring seamless logistical execution.

***EDUCATION**

Virginia Polytechnic Institute & State University, USA

- Masters of Engineering in Computer Science, GPA 3.81.
- Associated with **Center for Human-Computer Interaction**.

Vellore Institute of Technology, India

• Bachelor of Technology in Computer Science, GPA - 7.94/10 (WES - 3.850).

©SKILLS

User Interface Design Design Thinking Persona Interaction Design Visual Design Journey Mapping UX Research Prototyping Wireframing Product Design Usability Testing Human-Centered Design Contextual Inquiry Mobile/Web Design User Flow Information Visualization

Product Management User Empathy User Surveys & Interviews Data-Driven Design Usability Metrics Analysis User Experience Design Accessibility Standards (WCAG) Tableau JavaScript Front-End Development

User-Centered Design AR Design

Storyboarding Voice User Interface Design

Design Systems Figma

ACADEMIC PROJECTS

Collaperture - Film Production App - Collaperture

• Led design of 15+ prototypes, enhancing UX shaping filmmaker-facing features with user research, affinity diagrams.

AR Application with Unity 3D & Vuforia - Aurel

• Supervised code reviews, led user-testing for 3 new features. Applied user-oriented strategies, facilitated design thinking workshops to identify use cases, project requirements.

PHONORS & AWARDS

Google Career Certificates - Build Wireframes & Low-Fidelity Prototypes - (06/2022), Start the UX Design Process: Empathize, Define, & Ideate - (05/2022), Google Certification Foundations of UX Design - (01/2022).

Google Certification in Introduction to AR & ARCore - Google - (02/2021)

Advanced UI/UX Designer Certification - ITLH - (08/2020)

Hackathon Smart Web App Development - Ethnus - (10/2019)

Hack4cause (VIT SCOPE & IEEE - Society On Social Implications Of Technology.) - (03/2018)