

Muskan Bhatia

Senior Product Designer

15+ projects led in 3 years

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EXPERIENCE

Senior Product Designer / eFeed/VetVantage.ai

May 2024 - Present / Full-time

- Orchestrated the design of an **investor-focused analytical dashboard** for Vetvantage.ai, increasing user engagement by 25% and successfully converting **6 out of 9 pitches**.
- Led the successful launch of **10+ new features**, including **IoT sensors and GIS mapping**, while single-handedly designing and managing the **UI/UX for over 50+ screens**.
- Achieved a 50% increase in **design-driven feature requests** from stakeholders as a result of **design advocacy within the startup**.
- Communication of design decisions, processes, and outcomes, as well as gathering feedback, generated **40% more stakeholder satisfaction**.

Product Design Consultant/ eFeed/VetVantage.ai

Nov 2023 - April 2024 / Freelance

- Enhanced product roadmap alignment** and priority setting by collaborating closely with founders and **stakeholders**.
- Leveraged AI tools** to create detailed user personas by analyzing available data, conducting user research, and **incorporating industry trends**, which informed design decisions and aligned **product features with market needs**.
- Streamlined market exploration** for eFeed by identifying potential users and defining use cases, leading to improved user engagement and helping stakeholders establish **key business metrics**.

Senior User Experience Designer II / Onething

Feb 2024 - April 2024 / Full-time

- Developed and **implemented innovative features** that set Yatra apart from competitors, reinforcing its leadership in the travel booking market.
- Redesigned the school teacher dashboard for the Pathways project by analyzing stakeholder feedback to identify **critical UX gaps**, significantly **enhancing usability** and fostering a straightforward, **intuitive experience for teachers**.

User Experience Designer II / Red Baton

Apr 2023 - Jan 2024 / Full-time

- Developed **estimation sheets** that streamlined **project planning, improving budget management** and boosting overall **project profitability**.
- Collaborated on a fast-paced UX/UI project for Budweiser, focusing on **enhancing user engagement** in beer sales while tactfully managing consumption messaging through the implementation of **dark UX techniques**.
- Facilitated discussions on structuring information and designing user flows to enhance the user experience through **workshops on Information Architecture**.

Senior User Experience Designer / 3Minds Digital

Jul 2021 - April 2023 / Full-time

- Designed wireframes and high-fidelity prototypes for Jockey's eCommerce platform, which enhanced the shopping experience and led to a **392% increase** in user engagement and **39% increase in conversion rates**.
- Directed UX efforts for Anand Rathi, simplifying account management and improving client satisfaction by **30% through user-friendly designs**.
- Led **client communication and feedback sessions**, ensuring alignment with project objectives and incorporating client insights into **rapid design iterations**.

EDUCATION

Bachelor in Applied Arts (BFA)

MIT Art, Design & Technology University

2016-2021, Maharashtra

SOFT SKILLS

Advocacy for Design Principles Project Leadership
Balancing Business vs User Feedback Integration
Pitch presentations Brand Alignment
Stakeholder Communication Strategic Thinking
Cross-Functional Communication Design Thinking
Problem-Solving Workshop Facilitation
Mentorship and Team Guidance Rapid Iteration
Aesthetic Sensibility Visual Communication

CERTIFICATIONS

Enterprise Design Thinking Practitioner

IBM Practitioner Badge
2023

HARD SKILLS

Competitive Analysis UX auditing Usability Principles
Visual Design AI-Powered Design Tools
Market Analysis Affinity Mapping UX auditing
Agile Methodologies Product Positioning B2B design
User Experience Design Card sorting Wireframing
Information Architecture Visual Communication

PROJECTS

Yatra QS Worldmerit Jockey India
Budweiser Loyalty Pathways eFeed
Asmita BikeBazaar AnandRathi
Intellve VetVantage.ai Equibiz