Bhagyashree Phadnis
PRODUCT DESIGNER

bagsphadnis@gmail.com │ https://bhagyashreephadnis.com/ │ [LinkedIn](#)

EXPERIENCE

LEAD UI/UX DESIGNER │ WalletWize   Oct 2023 - Present
• Designed 30+ wireframes & 125+ high-fidelity screens for a B2C fintech app; reduced development time by 20% by providing detailed annotations, ensuring a quicker time-to-market.
• Optimized the information architecture; projecting a 20% increase in page views per session post launch.
• Performed a competitor analysis across 2 products; studied their design styles to create a standout brand identity, product & UX content.

PRODUCT DESIGNER │ United States of Africa   Sep 2023 - Present
• Improved the usability of a 5-page website by addressing 21 critical UX issues, resulting in more successful user interactions; projecting a 10% increase in conversion rates.
• Contributed to creating a design system by designing a set of 50 primary & secondary buttons for web and mobile; leading to consistency across 3 B2B products.
• Enhanced mobile responsiveness across a 20-page B2B SaaS web app, improving user experience and reducing the bounce rate by 40%.

PRODUCT DESIGNER │ University of Maryland   Mar 2022 - May 2023
• Conducted a heuristic evaluation of the app, identified & fixed 34 usability issues using visual design principles for an improved user experience; reduced error rates by 53%.
• Designed a mobile prototype focusing on content & user flows; increased task completion rate by 37%.
• Designed a study protocol with interviews & time performance metrics, conducted studies with 5 participants to evaluate the usability of the mobile app; resulting in 95% user satisfaction scores.
• Collaborated closely with cross-functional teams, stakeholders & streamlined the process for data-driven decision making; leading to a 30% reduction in decision-making time with a 50% increase in the accuracy of decisions.

PRODUCT DESIGNER │ Cool School - Conflict Resolution Game for Kids   Sep 2022 - May 2023
• Transformed an old game into a modern, highly replayable game by updating its UX and visual design; targeting high user engagement & attracting a larger player base.
• Conducted literature reviews of 10 papers & surveyed the current game market to ideate 18 innovative features.
• Designed 50% of the 120 prototype screens, design system & game assets aligning with the brand identity.
• Conducted user testing with 12 kids & expert reviews with 7 industry professionals; identified & resolved 85% of usability issues.
• Prioritized & balanced business requirements with user needs to deliver high-quality results within 4-week sprints; resulting in a client satisfaction rating of 95%.

EDUCATION

MS in Human-Computer Interaction - University of Maryland   GPA 4/4 │ May 2023
BS in Computer Engineering - KJ Somaiya College of Engineering   GPA 9.36/10 │ May 2021

SKILLS

DESIGN: Design Thinking, Persona Development, Customer Journeys, Storyboarding, User Flows, Wireframing, Information Architecture, Interaction Design, Visual Design, Prototyping, Graphic Design, Agile Methodology
UX RESEARCH: Qualitative & Quantitative Research Methods, Contextual Inquiry, Interviews, Surveys, A/B Testing, Usability Testing, Accessibility Testing
TOOLS: Figma, Adobe Creative Suite, Miro, Sketch, Invision, Balsamiq, Trello, ClickUp, WordPress
PROGRAMMING: HTML, CSS, Javascript, Flutter, Python, React.js, Node.js, Git, GitHub

AWARDS & COURSES

1st Place - UXTerps Makeathon 2023 │ CommunicateHealth Design Challenge	2023
2nd Place - UXTerps Makeathon │ Visa Design Challenge	2022
UMD CITI - Social & Behavioral Research	2021
CalArts (Coursera) - UX Design Fundamentals	2021
CalArts (Coursera) - Visual Elements of UI Design	2021