Bhagyashree Phadnis
Product Designer
Email │ Portfolio │ LinkedIn

EXPERIENCE

PRODUCT DESIGNER │ University of Maryland   Mar 2022 - May 2023 │ College Park, MD
• 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│ College Park, MD
• Transformed an outdated game into a modern, highly replayable game by updating its UX and visual design; targeting high user engagement & attracting a larger player base.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%.

PRODUCT DESIGNER │ Personal Emotions Tracker - Mood Tracker App   Oct - Dec 2021 │ College Park, MD
• Conducted a literature review of 5 papers & surveyed the app store; incorporated 10 key features based on user demand & industry trends.
• Followed user-centered design process & iterated over the designs using wireframes to incorporate feedback from usability testing; leading to a 35% increase in user satisfaction scores.
• Leveraged information hierarchy, typography, colors, & components to create a strong visual identity & interfaces; designed 60% of the high-fidelity prototype.

UX RESEARCHER │ UMD iSchool - UX Research for Undergrad Major   Oct - Dec 2021 │ College Park, MD
• Conducted 6 contextual interviews to gather insights about user needs; identified 5 key pain points.
• Utilized qualitative data analysis techniques, including affinity diagrams and experience models, to gain actionable insights and drive user-centered design decisions.
• Defined a 3-tier strategic solution from the affinity diagram to promote the program within the UMD ecosystem.
• Increased UMD iSchool's brand visibility and engagement by enabling the creation of a promotional video, which garnered 1.6k views within 6 months.

SOFTWARE DEVELOPER INTERN │ Colgate Palmolive (India) Ltd.   Jan - July 2021 │ Mumbai, India
• Designed 2 websites including 20 pages, resulting in increased efficiency & access to automation projects; facilitated a 20% reduction in manual tasks.
• Recommended project strategies & processes to the Colgate leadership team; generated cost savings of $10,000 annually.

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

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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