# DEVANSHU MAGIAWALA

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## SUMMARY

Product Designer with more than 3 years of expertise delivering seamless digital experiences by translating complex technical requirements into intuitive human-centered interfaces, seeking to drive measurable impact for the team.

## EXPERIENCE

**Integrate BPD -** Pleasanton, California                                    Jul 2025 - Present
**Product Designer, Health Tech**

- Contributed to the design and launch of a self therapy platform for 4 distinct user personas, increasing monthly retention by 10% while ensuring the digital experience mirrored a high-touch, compassionate care model
- Accelerated development efficiency and engineering handoff speed by 25% by building a scalable Figma component library that standardized UI patterns and design-to-code documentation across the clinical ecosystem
- Optimized clinical workflows for behavioral health professionals, reducing administrative burden by 20% through a complete redesign of the dashboard information architecture and high-fidelity prototyping
- Improved engagement by executing 12+ usability tests and user interviews, resulting in a 28% reduction in user drop off

**Verizon -** Indianapolis, Indiana                                          Jan 2025 - May 2025
**Product Designer, Business Processes**

- Engineered a scalable MVP in collaboration with AI Engineers and cross-functional stakeholders, establishing a modular design framework that supported recommendations based on rapid information collection from small business customers
- Transformed operational efficiency by deploying intelligent task automation that cut rep interaction time by 30%, effectively reclaiming 2+ hours per day for high-value relationship management
- Synthesized qualitative feedback from usability sessions with 20+ sales representatives to iterate on the new workflow

**HP Inc. -** Indianapolis, Indiana                                          Oct 2024 - Dec 2024
**Product Researcher, User Onboarding**

- Architected a new onboarding framework for the AI Companion, increasing user comprehension of local-processing benefits and privacy protocols ensuring transparency
- Enhanced the information architecture and layout of the home screen, leveraging insights from 20+ evaluative user tests

**Comet Lab -** Indianapolis, Indiana                                        Aug 2023 - Oct 2024
**Design Engineer, Surveying Tools**

- Developed an art critique platform using React and Tailwind, driving a 30% increase in participation by introducing intuitive peer-feedback loops
- Initiated a backend migration from Firebase to Node.js to facilitate deployment to on-prem servers, enhancing data sovereignty and improving system scalability to support a 15% month-over-month user growth

**Genuin Inc. -** Ahmedabad, Gujarat                                         Jan 2023 - Jun 2023
**UX Analyst, Social Media**

- Designed engagement dashboards for key stakeholders, providing critical visibility into platform metrics that steered product direction and resulted in a 20% boost in overall engagement
- Supported the implementation of a personalization strategy leveraging web-scraped profile analytics to generate interactive user questions, leading to a 30% increase in user generated content

## EDUCATION

- **Indiana University**, **Indianapolis -** Master of Science in Human Computer Interaction
  Relevant Coursework: Prototyping Methods, Interactive Systems, User Psychology, Experience Design
- **Ahmedabad University, Ahmedabad -** Bachelor of Technology in Computer Science
  Relevant Coursework: Design Fundamentals, Introduction to Painting, Web Technologies, Artificial Intelligence

## SKILLS

- **Design Tools -** Figma, Adobe Creative Suite, Sketch, Protopie, Maze, Google Analytics, Survey Monkey
- **Technical Skills -** Tailwind, Javascript, Node, React, Python, PyTorch, Matlab, MongoDB, GitHub