

# Bhavik Donga

Product Designer

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## Education

**Indiana University Bloomington**  
M.S. Human Computer Interaction  
GPA of 3.7/4

**Mumbai University**  
B.E. Electronics and Telecom

## Skills and Interest

Product Strategy  
Storytelling  
Stakeholder Discussions  
Information architecture  
Heuristic Evaluation  
Wireframing  
Prototyping  
Content Audit  
Data Visualization  
User Interviews  
Usability Testing

Figma/Adobe XD  
Adobe Suite  
Unity 3D  
HTML/CSS/JavaScript  
C#/Python

Mentorship  
Photography  
Cooking

## Experience

**Workiva – Financial Services SaaS Platform**  
Product Designer | Jan 2023 – Aug 2023

### Financial Services, AI Automation – Boosting document reconciliation efficiency.

- Led discovery for the Tie-out digitization leveraging automation and GPT projecting saving user 60 hour of efforts per cycle and extend their focus to more clients.
- Conducted 10 Usability Testing sessions with end users that helped us to identify gaps in the design that guided purposeful iterations increasing task-success rate by 90%.
- Drove initiatives to secure a formidable competitive edge and deliver an unparalleled premium experience post-launch, leveraging innovative AI solutions.
- Implemented strategic design phases, advocating for a more effective feedback mechanism that significantly cut down design turnaround time during sprints.

### SaaS Dashboard, Workiva Future Vision – Promote Filing Oversight with platform.

- Partnered with designers across three distinct company pillars to collaborate on a unified platform strategy that will significantly connect the entire ecosystem of products.
- Designed 9 dashboard widgets for task oversight and reduce management time resulting in an efficient financial service filing workflow.
- Integrated new components into the design system, fostering UX consistency across the entire product and ensuring a seamless experience in various sections of the platform.

**Airoma LLC, social media Mobile Application**  
Product Designer | Aug 2022 – Oct 2022

- Piloted AR/VR mobile app design through user stories and discussions with the Founder.
- Formulated a pitch to potential investors, integrating Market Feasibility and MVP demo to gain funding of \$50K.

**Atos Syntel –Telecom**  
UX Designer | Jul 2016 – Mar 2021

### Sim Porting, Agent System – Increase user acquisition rate on self-service portal.

- Restructured information flow and navigation for the number porting system, simplifying complex forms, and reducing drop offs.
- Launched a fast-track self-registration system reducing abandonment rates by 35%.
- Served 5.5 million tourists in 2020 with quick airport SIM cards system.

### Product Activation, Billing

- Engaged with the PM by leading stakeholder engagement to enhance self-support avenues for mobile plan activation via multiple entry points.
- Optimized the payment workflow by introducing visual cues and micro interactions aimed to reduce uncertainty and anxiety while buying mobile plans.
- Cultivated a culture of rapid prototyping within the organization, spearheading A/B Testing to expedite product feature validation and gain deeper insights into user behavior.

## Publications

**ACM CHI - Global Human Factors Conference** | May 2022

- Represented Indiana University at a global HCI conference and ACM CHI design challenge 2022 Finalist