

Bhavik Donga

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SUMMARY

I am a Data-driven Product Designer with over 5 years of experience, known for simplifying complex platforms for millions of users. My designs have driven significant business impacts including a 40% increase in user engagement, saving clients \$1.2 billion through efficient document reconciliation, and enhancing user experiences for 5.5 million users. My ability to conduct user research, design scalable systems, and collaborate effectively has consistently driven efficiency, satisfaction, and business success.

WORK EXPERIENCE

Intertwined Finance – Financial Literacy EdTech Startup

Product Designer

Bloomington, IN

Feb 2024 – Present

Financial Edtech – Pioneering Nationwide Financial Literacy in U.S. Schools.

- Elevated educational impact by increasing financial literacy through a rebranding initiative that produced a 40% increase in user participation with new and engaging stock market and budget simulator.
- Amplified the EdTech's market fit, with engagement metrics validating a direct correlation to the strategic rebrand.
- Strengthened product relevance by incorporating over 15 hours of market and user research, aligning the design closely with user requirements and revitalized market penetration.

VMWare – SaaS Platform

UX/UI Designer

Bloomington, IN

Sep 2023 – Jan 2024

Financial Services – Encouraged Platform User Engagement.

- Generated a 20% increase in product inquiries and a 12% growth in conversion rates by collaborating with marketing teams to refine the platform information architecture and content.
- Enhanced customer success initiatives in collaboration with senior management, nearly doubling survey response rates from 40% to 75% within a month, thereby capturing key customer insights more effectively.
- Propelled feature time to market by 30%, thanks to initiating and managing 10 guerrilla usability tests that drove rapid iterations and informed decision-making.

Workiva – Financial Services SaaS Platform

Product Designer

Ames, IA

Jan 2023 – Aug 2023

Financial Services, AI Automation – Boosted Filing reconciliation efficiency by 90%.

- Achieved a cost-saving of \$1.2B for clients and a 60-hour reduction in reconciliation time by integrating GPT automation into the Filing workflow, significantly streamlining financial operations.
- Boosted task-success rate by 50% by addressing user completion challenges with data-driven design iterations informed by 10 targeted usability testing sessions.
- Consolidated and maintained documentation for the material (Unify) design system, ensuring a seamless design handoff.

SaaS Dashboard, Vision – Promoted Filing Oversight and report Accuracy by 60%.

- Fostered cross-pillar collaboration between 3 organization pillars to develop a cohesive platform strategy, unifying product ecosystems to enhance user connectivity and product consistency.
- Improved tax filing process accuracy by 60% by reducing the time users spent on managing projects leveraging glanceable visualizations and filing status.
- Achieved brand consistency across various products by developing over 10 new design patterns and components, adhering to material design guidelines.
- Scaled-up design team efficiency with 1000+ components integrations, and significantly improving brand identity.

Airoma – AR based Social Media Startup

Product Designer

Bloomington, IN

Aug 2022 – Oct 2022

- Directed the development of user-centered design principles for the Airoma AR application, extending in a 20% increase in usability metrics within the first month of launch.
- Collaborated closely with CEO, product managers and participated in sprint planning, reviews, and stakeholder presentations to help prioritize features and designed the MVP demo to secure \$50K in funding.

Atos Syntel – B2C Telecom & Retail
UX/UI Designer

Mumbai, India
Jun 2016 – Mar 2021

Customer Onboarding, Agent System – Elevated User acquisition by 30%.

- Reduced Time to First Value (TTFV) by 5 hours by restructuring form complexity and optimizing navigation flow for a seamless user onboarding experience and quick backend customer detail validation.
- Implemented a mobile-enabled self-registration process, expediting user sign-up and significantly cutting down airport queues, which guided 35% decrease in service abandonment rates.
- Successfully deployed a quick airport SIM card system serving 5.5 million users, demonstrating the ability to manage and support large-scale user experiences.

Product Activation, Billing – Streamlined Payment and Activation Processes reducing churn to 10%.

- Boosted user independence and satisfaction by 90% by rethinking the self-service portal and devising a multi-channel strategy for mobile plan activation.
- Optimized the payment workflow by introducing visual cues and auto renewal capabilities, decreasing user churn to 10% when purchasing new mobile plans.
- Accelerated feature iteration cycles by 40% lifting product roadmaps debt and backlogs by conducting rapid prototyping sessions, leading A/B testing efforts and design iterations.

SKILLS & INTERESTS

Design:	Information Architecture, Data Analysis, A/B testing, Visual design, Competitive analysis, Wireframing, User flows, Mockups, Prototyping, Storytelling
Tools:	Adobe Photoshop, Adobe XD, Figma, Adobe Illustrator, Miro, Mural, GitHub
Research:	Heuristic Evaluation, Usability Testing, Stakeholder Discussions, Content Audit, User Testing, User Interviews UserTesting.com
Methodology:	Agile, Scrum, Waterfall, CI/CD, DesignOps, ResearchOps
Technology:	HTML, CSS, JavaScript, Bootstrap, React, Angular, Python, SQL
Others:	AI and LLMs, Adobe Suite, Unity 3D, User personas, Journey maps, Design systems, WCAG Accessibility

EDUCATION

Indiana University Bloomington
MS in Human Computer Interaction and Design

Bloomington, IN
May 2023

Mumbai University
BE. in Electronics and Telecommunication Engineering

Mumbai, India
June 2016

ACHIEVEMENT

CHI '22 Student Design Challenge
Product Designer

New Orleans, LA
May 2022

- Finalist in top 8 teams to be presented at CHI 2022 – Student Design Competition at ACM CHI '22 Conference on Human Factors in Computing System.
- Designed a new approach to express gratitude to behind-the-scenes workers, who dedicate their efforts to make our life better.
- Our design uses a Kiosk based system that allows students who eat at Indiana university diner to express gratitude that will reach the invisible workers via diverse ways such as email, audio, etc.

Indian Youth Climate Network - Volunteer
Product Designer

India
Jun 2022- Dec 2022

Promoted Sustainability and Climate Awareness in 1000s of Schools in India

- Implemented design strategy for in-person workshops, simplifying climate concepts for increased student participation across 100s of Indian Schools and universities.
- Developed compelling content and materials for effective outreach and engagement.
- Fostered collaboration with youth passionate about climate change for diverse perspectives.
- Conceptualized and executed interactive quiz platform to enhance student knowledge on climate change.