

Bhavya Patunjal

UX designer

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91-9971010672

Experience

Makemytrip / UX Designer

MAY 2021 - PRESENT, GURUGRAM

Currently, Designing with the growth initiatives design team, translating usability and research insights into engaging and innovative experiences.

Responsibilities include brainstorming, iterating and collaborating with multidisciplinary teams such as engineering, product management, research and marketing.

GeeksforGeeks / Visual Designer

JAN 2020 - APR 2021, NOIDA

Created a distinct Visual identity for GeeksforGeeks to translate the voice & tone of the brand in collaboration with the Stakeholders.

Aligned brand, marketing efforts and website UI/UX with changing company objectives as they pivoted towards an ed-tech platform.

Snapcut / Product Design Intern

MAY 2019 - JUL 2019, SINGAPORE

Conducted primary UX research with 150 Service workers in Singapore to facilitate ideation of an On-demand home services product.

Key Achievements

President, Student Council

MAR 2019 - APR 2020, BENNETT UNIVERSITY

Head, Design Society

MAR 2018 - APR 2019, BENNETT UNIVERSITY

Skills

Design

Interaction Design • Visual Design • Storytelling • Style Sheets • Branding and Visual Identity • Motion Design • Illustrations • Design Strategy • Data Visualisation • UX Research

Tools

Figma • Adobe XD • Webflow • Adobe Illustrator • Adobe Photoshop • Blender • Cinema 4D • Notion and Jira • HTML & CSS • Microsoft Office

UX Methods

Competitive Analysis • Information architecture • Prototyping • User Journey Mapping • A/B testing • Usability testing and task analysis • Heuristic and Summative evaluation • Jobs-To-Be-Done

Soft Skills

Collaborative • Self-starter • Facilitator • Empathetic • Flexible • Multi-tasker

Education

Bennett University / Btech CSE

MAR 2016 - APR 2020, GREATER NOIDA

CGPA - 8.35/10

Indirapuram Public School

MAR 2015 - APR 2016, INDIRAPURAM

Commulative Average Class 12th CBSE - 87%
CGPA Class 10th CBSE = 9.4/10