Veeny Bhatt
Sr. UX Designer

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Jersey City

EXPERIENCE (8 years)

Sr. UX Designer, RainFocus — Nov 2024 - present

Led the end-to-end global translations initiative, redesigning the translations table and page builder across 5,000+ system keys, reducing manual translation effort by 37% for 1M+ global users.

Shipped AI-assisted translation features, reducing translation time from 1–5 minutes per key to under 2 minutes at scale, cutting overall cycle time by 43% with no increase in operational cost.

Owned the Pass Management redesign, conducting usability testing to resolve 100% of critical comprehension failures, driving an 80% reduction in client care tickets post-launch.

Defined design strategy and facilitated Business Model Canvas (BMC) training for PMs and UX designers, directly shaping Q4 roadmap prioritization and high-revenue scalability decisions.

Product Designer, Rokt — March 2023 - Nov 2024

Owned the Upsell ads initiative and closely collaborated cross-functionally with product managers, engineers, and designers to design and deliver successful outcomes in the e-commerce space.

Planned and facilitated workshops for upsells, collaborating with a cross-functional team of 24 stakeholders to identify pain points, craft a product strategy, and establish a shared future vision.

Delivered upsell ads initiative and successfully implemented a design strategy, resulting in a remarkable +15% transaction uplift in the initial 30 days.

Product Designer, Rumby — June 2021 - March 2023

Owned two Rumby(online laundry) products and collaborated cross-functionally with the engineers and product manager to design various product modules.

Led the end-to-end user checkout flow design, contributing to the 11.3% increased conversion rate.

Conducted usability testing sessions for complex, cross-functional organizations and translated findings into a redesigned, cleaner dashboard, maximizing the product's usage with our cleaner partners.

Product Design Intern, Pattern89 — May 2020 - July 2020

Collaborated cross-functionally with designers, researchers, engineers, and product managers to translate user-testing insights into functional UI components to strengthen Pattern89's (digital marketing product) usability. Redesigned the user registration and sign-up process for pattern89, later incorporated into the roadmap.

Designed workflows and prototypes for an onboarding input form that reduced the average task completion time by 31% using visual, conversational, information architecture, prototyping, and strategic design methods.

UX Designer, Accenture Services — Nov 2018 - August 2016
UX Designer, QuoDeck Tech — Aug 2016 - Nov 2018

EDUCATION

Indiana University, Indianapolis – MS Human-Computer Interaction, Aug 2019 - May 2021

SKILLS & TOOLS
Enterprise UX, Product Strategy, AI-assisted UX, Localization, User Research, Figma, Ads, e-commerce, event management