

# Diya Bhatia

diya@diyabhatia.com | (650) 924-7398 | linkedin.com/in/diyabhatia | www.diyabhatia.com

## Experience

### Web Designer, Full-Time

Vagaro Oct 2024 – Present

- Addressed conversion challenges across product lines by establishing a unified design system, reducing time-to-market by 30% while improving conversion rates by 9%.
- Owned end-to-end design of a new content platform to support SEO and organic growth, aligning stakeholders from C-suite through engineering without PM support—from research and information architecture through developer handoff and QA.
- Identified and resolved critical UX friction points using heat mapping and A/B testing; redesigned CTAs and navigation, increasing traffic by 15%.
- Implemented AI-assisted prototyping tools (Claude, Figma Make) to rapidly generate interactive prototypes, reducing iteration time from days to hours and enabling earlier engineering feedback in the design process.

### Product Designer, Freelance

Flourish Jan 2024 – July 2024

- Designed a research platform that helps teams recruit diverse participants and make more informed product decisions.
- Drove end-to-end product strategy from research through high-fidelity prototypes: conducted 50+ user interviews with researchers and designers, validated concepts through iterative testing, and established a complete design system and brand identity.
- Collaborated with Virginia Tech PhD researchers to develop and launch a functional MVP.

### UI/UX Intern

Charity Footprints May 2023 – Aug 2023

- Designed components and page templates to improve SEO rankings, partnering with engineering and product to implement on-page optimizations that enhanced discoverability and user acquisition.

## Skills

### Product Design

End-to-end product development, design systems, interaction design, accessibility (WCAG), prototyping (Figma), motion design (Rive), AI-assisted workflows (Claude, Cursor, Lovable, Figma Make, Replit)

### Research & Testing

User research, usability testing, concept validation, information architecture, analytics (Clarity, Amplitude), A/B testing, personas, storyboarding, QA testing

## Education

### Virginia Tech

B.S. in Industrial and Product Design

Minor in Science, Technology, and Law