

Diya Bhatia

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