BHAGYASHREE PHADNIS

PRODUCT DESIGNER

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WORK EXPERIENCE

Lollypop Design Studio | Associate Senior UX Designer   Nov 2024 – Present | Mumbai

- Accelerated project approvals by developing estimations, POCs, and approach documents under tight deadlines, reducing kickoff time by 5% and contributing to a 30% proposal approval rate.
- Designed 30+ screens for a complex web-based EdTech product, reducing processing time by 25% and boosting user adoption by 50%.
- Accelerated feature delivery by collaborating closely with developers through detailed annotations and hands-on support, resulting in faster releases.
- Conducted a UX audit for Finance product, identified 15+ issues across 100+ screens, suggested fixes for these issues based foundational UX principles.

Revent Solutions | UX Designer   Oct 2023 – July 2024 | United States, Remote

- Designed 30+ wireframes & 125+ high-fidelity screens for a B2C fintech app solving complex problems; reduced development time by 20% by providing detailed annotations, ensuring a quicker time-to-market.
- Optimized the information architecture; resulting in a 20% increase in page views per session.
- Performed a competitor analysis across 2 products; studied their design styles to create a standout brand identity, product & UX content; predicting a 5% user retention rate.

University of Maryland | Product Designer   Mar 2022 – May 2023 | United States

- Conducted a heuristic evaluation of the app, identified & fixed 34 usability issues using visual design principles for an improved user experience; reduced error rates by 53%.
- Designed a mobile prototype focusing on content & user flows; increased task completion rate by 37%.
- Designed a study protocol with interviews & time performance metrics, conducted studies with 5 participants to evaluate the usability of the mobile app; resulting in 95% user satisfaction scores.

EDUCATION

University of Maryland | MS in Human Computer Interaction   GPA: 4.00 | May 2023
KJ Somaiya College of Engineering | BTech in Computer Engineering   GPA: 9.36 | May 2021

SKILLS

Design	I	Design Thinking, Persona Development, Customer Journeys, Storyboarding, User Flows, Wireframing, Information Architecture, Interaction Design, Visual Design, Product Design, Prototyping, Graphic Design
UX Research	I	Qualitative & Quantitative Research Methods, Contextual Inquiry, Interviews, Surveys, A/B Testing, Usability Testing, Accessibility Testing
Tools	I	Figma, FigJam, Jira, Adobe Creative Suite, Miro, Sketch, Invision, Balsamiq, Trello, ClickUp, WordPress
Programming	I	HTML, CSS, Javascript, Flutter, Python, React.js, Node.js, Git, GitHub, Agile Methodology, Scrum