



# Dhruvin Bhuva

PRODUCT DESIGNER  
UX/UI DESIGNER

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## Hi There !

*I am a design enthusiast eager to solve problems by understanding human needs and behavior, I prioritize in-depth research, analysis, and iteration to develop effective solutions*

## EDUCATION

### National Institute of Design

2020-2023 | Ahmedabad

M.Des, Product Design | AGPA - 7.75

### Universal College of Engineering

2014-2018 | Mumbai

B.E. Electronics | CGPA - 7.40

## SKILLS

User Experience, Design Thinking, User Research, Usability Testing, Visual Design, Rapid Prototyping, Information Architecture, Storyboarding, System Thinking, System Design, Interface Design, Design Toolkits

## SOFTWARE PROFICIENCY

### Design Softwares :

Figma, XD, Zeplin, Prototipe

### Adobe Suit:

Photoshop, Illustrator, Lightroom, Indesign, XD, Aero

### Research & Data Analysis:

Useberry, Adobe Analytics, Mixpanel

## PRIOR KNOWLEDGE:

### Programming Languages:

HTML, C++, Embedded C, Arduino, Raspberry Pi programming

### Industrial Design

Rhino, Keyshot, Autocad, Prototyping, sketching, Ideation

- Verizon** | Experience Designer June 2024 - Present  
**Designed** core info-architecture and extended Point of Sale application support to Mobile & Desktop Design to improve efficiency and reduce the cognitive load of Store Representative to sell products at ease and resolve runtime problems of telecom users
- Zee Entertainment** | Product Designer June 2023 - March 2024  
**Designed ad management platform** for Zee's linear channels. Built GenAI-powered B2B tool for SMEs, improving ad fill rates and reducing production time and costs by ~50% and 30%.  
**Co-created in-house CDN infrastructure**, achieving ~20% cost savings through cross-functional collaboration.
- Nykaa E- Retail** | Design Thesis- Research September 2022 - March 2023  
**Researched B2B retail workflows** to uncover UX issues across the supply chain.  
**Contributed to Superstore app UI features**, enhancing efficiency for BDEs and retailers while significantly cutting costs.
- Redleap Technologies** | Startup -Core Member April 2021 - September 2021  
**Spearheaded Design team** in Designing & Prototyping smart crib and bassinet in product design & UI interface for the "Nuborn" app.
- Spoton Coatings** | Design Engineer November 2018 - September 2020  
**Designed internal platform** to monitoring parameters of IoT and embedded sensors achieving 30% efficiency.  
**Designed cost estimating tool** for clients to get estimate of products resulting in 50% reduced work load & increased website traffic by around 36% .
- IDC (IIT Bombay)** | Multimedia Designer June 2018 - November 2018  
**Built and tested multimedia display prototypes**—3D holographic, LED POV, and roll-up screens.  
**Contributed to immersive kiosk design** for Ajanta's Virtual Experiential Museum.

## DESIGN MENTORSHIP/ WORKSHOPS/ ARTICLES

### Visiting Faculty- NID Ahmedabad

March 2023 - Present

Conducted lectures and provided mentorship to design students for course of E-textile design projects (B.Des & M.Des).

### Corporate & Educational Workshops

Facilitated E-design workshops at Jio Institute & Raffles Design College.

### RSD11 Symposium (University of Brighton)

Published article on system design- Food Waste Management