

Preeti Vijayakumar

✉ preeti.bengaluru@gmail.com 🔗 Portfolio 🔗 LinkedIn

Product Designer (3+ years) with expertise in **mixed-methods research**. I craft intuitive, scalable solutions across web and mobile platforms, and shape product strategy and MVPs through user insights and iterative testing. Skilled in cross-functional collaboration within Agile. Passionate about improving experiences through data-informed, human-centered design.

🎓 EDUCATION

MS in Human Factors in Information Design (HCI)

Jan 2024 – May 2025 | Waltham, MA

Bentley University | Beta Gamma Sigma Honor Society (Top 20% of Class, GPA: 3.85)

Key Courses: Data Visualization, Managing the UX Process, Conversational UI Design, Research Methods, Testing & Assessment,

B.Tech in Electronics & Communication Engineering (with Minor in CS)

Aug 2015 – Aug 2019 | Bengaluru, India

PES University (GPA: 3.7)

💼 PROFESSIONAL EXPERIENCE

Experience Design Consultant

Oct 2024 – May 2025 | Waltham, MA

Bentley's Entrepreneurship Hub | E-Hub (part-time)

- Mentored 2 entrepreneurial student teams, guiding them through UX research, user flows, designs, and usability testing, leading them to receive \$1,500 in funding to kickstart their projects
- Redesigned, developed (on Drupal), and tested the E-Hub website resulting in a 40% increase in task success rate and a significant reduction in cognitive overload, as measured by users' ease of use ratings and time on task

Impact Consultant | Intern

Jun 2024 – Jul 2024 | Madrid, Spain

Fundación InteRed ONGD (via EmzingoU NexGen Program)

- Led market research and stakeholder engagement—including 4 user interviews, a survey, and outreach to 50+ contacts—to help launch a gender equality training program for Spain's private sector, navigating complex sociopolitical dynamics
- Delivered 11 outputs, including roadmap, web designs on Figma, commercial pricing proposal, and sales & marketing plan

Product Designer and Webflow Developer

Aug 2021 – Dec 2023 | Bengaluru, India

Freelance Consultant (Remote)

- Designed 25 digital products, including Webflow development for 15, boosting user engagement and onboarding by up to 40% within 1 quarter for global B2B/B2C clients
- Achieved 95% client satisfaction by iterating designs based on research, feedback, and developer collaboration, optimizing design through intuitive interfaces, responsive layouts, and clean code
- Maintained 85% client retention and built long-term relationships by delivering on time, offering post-handoff support, and training clients for self-sufficiency

Project Spotlight: Designed a scalable multi-tenant **SaaS OKR web app to enable clear enterprise goal-setting** by streamlining user flows and RBAC for 5 roles, delivering 300+ screens through rapid design iterations

🚀 PROJECTS

Demand Forecasting AI Chatbot: Research-Driven Design to Accelerate Decision-Making for Demand Planners

Academic Project, tailored to a Children's Furniture Company

- Developed **Delta**, a Custom GPT-powered AI bot, to assist demand planners in streamlining decision-making
- Conducted 2 rounds of usability testing (n=4) to refine conversation flows and features, enhancing accuracy

Bentley University's Campus Safety App: Usability Testing–Led Redesign to Reduce Emergency Response Time Under Stress

Sponsor: BENTLEY SAFE, in collaboration with BENTLEY UNIVERSITY POLICE DEPARTMENT

- Spearheaded user testing sessions (n=6) to uncover critical usability gaps and observe responses to key safety features
- Led end-to-end UX process from research and analysis to intuitive redesign to reduce cognitive load and increase adoption

Addiction-Care Treatment Engagement: Design Innovation to Reduce Patient Drop-Off Rates

Sponsor: ELEANOR HEALTH

- Created patient-centric solutions to improve addiction care engagement for those with Alcohol/Substance Use Disorders
- Enhanced accessibility and reduced no-show rates through research, journey mapping, and prototyping

BreathAssure Asthma Digital Companion App: Product Strategy for Enhancing Adherence in Asthma Therapy

Academic Project, tailored to a concept bio-tech company leading in pulmonary care

- Created an Agile-based roadmap and MVP feature plan for a patient companion app supporting asthma therapy
- Outlined core phases, user validation methods, and co-creation workshops to align clinical and product goals

🧠 SKILLS

UX — Usability Testing, User Interviews, Heuristic Evaluation, Journey Mapping, Surveys, Design Thinking, Thematic Analysis, Information Architecture, Accessibility (WCAG), Metrics (SUS, SEQ), UX Writing, Storytelling, Agile, Double Diamond, RITE

TOOLS — Figma, Dovetail, Qualtrics, UserTesting, Webflow, Framer, Miro, FigJam, Notion, Jira, Trello, Zoom, ChatGPT