

Preeti Vijayakumar

✉ preeti.bengaluru@gmail.com ☎ (781) 226-9587 📍 Waltham, MA (Open to Relocate) 📁 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: 3.70)

💼 PROFESSIONAL EXPERIENCE

Experience Design Consultant

Oct 2024 – May 2025 | Waltham, MA

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

- Secured \$1,500 in seed funding for 2 student ventures by mentoring entrepreneurial teams through the end-to-end MVP design process, including product definition, UX research, user flows, prototyping, and usability testing
- Enhanced task success rate by 40% by redesigning, developing (in Drupal), and testing the E-Hub website, applying human factors principles to reduce cognitive load

Impact Consultant Intern

Jun 2024 – Jul 2024 | Madrid, Spain

Fundación InteRed ONGD (via EmzingoU NexGen Program)

- Shaped launch strategy for a gender equality training program by conducting customer research, user interviews (n=4), a survey, and outreach to 50+ stakeholders, navigating the complex sociopolitical dynamics in Madrid
- Informed pricing and outreach plans by delivering UX strategy and Figma prototypes tailored to Spain's private sector

Product Designer and Webflow Developer

Aug 2021 – Dec 2023 | Bengaluru, India

Freelance Consultant (Remote)

- Delivered 25 responsive, accessible products—15 in Webflow—achieving ~90% client satisfaction by end-to-end execution
- Translated complex requirements into intuitive, scalable interfaces by partnering with clients, developers, & stakeholders
- Aligned UI strategy with user mental models and industry trends by conducting competitor analysis & landscape research
- Cut project turnaround time by 30–50% using design systems, annotated components, and rapid Webflow prototyping
- Achieved client retention of ~80% by providing thorough post-handoff support and training clients for self-sufficiency

Project Spotlight: Enabled streamlined enterprise goal-setting for a **cloud-based multi-tenant SaaS OKR platform** by mapping out user flows, wireframing, and designing dashboards for 5 interacting personas, ensuring WCAG compliance

🚀 PROJECTS

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

Academic Project, tailored to a children's furniture company

- Improved demand forecast accuracy and clarity by designing a CustomGPT chatbot MVP informed by planner pain points
- Increased conversation success and user satisfaction by refining flows and prompts through 2 usability tests (n=4)

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

Sponsor: BENTLEY UNIVERSITY POLICE DEPARTMENT, in collaboration with APP-ARMOR

- Reduced cognitive load in crisis navigation by redesigning emergency flows based on findings from usability testing (n=6)
- Prioritized key improvements in a product roadmap based on task completion friction and user stress observations

MailSecur Interface Evaluation: Human Factors-Driven Redesign to Improve Threat Detection Efficiency in Mail Scanning

Sponsor: RAYSECUR

- Identified 16 critical usability issues through heuristic evaluation, human factors assessment, and competitor analysis of UI
- Improved operator efficiency, ergonomics, and throughput by delivering redesigns and system-level recommendations

Vision-Health Tracking Dashboard: Design of a Data-Rich Platform to Simplify Eye Report Viewing for Doctors and Patients

Sponsor: VIRTUAL FIELD

- Streamlined eye health history visualization by redesigning complex progression reports into an intuitive dashboard
- Improved clarity of clinical forecasts by iterating from low- to high-fidelity prototypes in Figma with a focus on accessibility

🧠 SKILLS

UX SKILLS — Interaction Design, Prototyping, Wireframing, Design Thinking, Systems Thinking, User Flows, Journey Mapping, Competitor Analysis, Personas, Accessibility (WCAG), Usability Testing, Surveys, Interviews, RITE Testing, Agile

TOOLS — Figma, Webflow, FigJam, Miro, Jira, Trello, Notion, Dovetail, UserTesting, Qualtrics, Zoom, basic HTML, CSS, R