Bhavana Andra

Creative and data-savvy product designer with 5+ years of experience crafting intuitive interfaces across wellness, healthcare, and SaaS domains. Skilled in translating complex AI systems and data insights into clear, elegant experiences for non-technical users. Adept in full-cycle design, from early user research to pixel-perfect execution, with a strong foundation in Figma, design systems, and interaction design.

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EXPERIENCE

Product Designer, Divinity Science (Wellness App & AI Chatbot Development)
June 2024- Present | Austin, TX, USA

- Designed an AI chatbot interface that helped users receive wellness recommendations within seconds, emulating the flow of leading AI tools like ChatGPT.
- Simplified multi-step wellness assessments into dynamic, adaptive flows based on real-time user input.
- Conducted user research, including user interviews and usability tests to inform and validate solutions, improving task success rate by 25%
- Delivered polished design assets and interactive prototypes in Figma; maintained alignment with the design system and accessibility guidelines (WCAG), ensuring a quality standard in user experience.

Senior UX/UI Designer, Toothlens (Designing Tooth Assessment Scanner)
Jan 2024 - May 2024 | Remote, USA

- Designed end-user SaaS experience around an AI scanner that analyzes dental images and provides instant insights.
- Built and maintained a comprehensive Figma design system used across teams for consistency and rapid scaling.
- Conducted usability tests and heuristic evaluations that led to a 7% increase in user task completion rates.
- Integrated agile design practices with daily stand-ups and sprint reviews to align with developers, enhancing front-end output quality.

Research Assistant, University of Michigan (Emotion monitoring in AV's)
Aug 2023 – Dec 2023 | Dearborn, MI, USA

- Performed contextual inquiries and field studies to analyze driver emotions in autonomous vehicles.
- Used Tableau and Miro to synthesize qualitative and quantitative data for stakeholder presentations. Fostered a collaborative research culture, influencing multidisciplinary product design projects.

Product Designer, Campus Sutra (Creating engagement through enhancement)
April 2022 – Oct 2022 | Bangalore, India

- Designed web assets and optimized customer touchpoints for mobile platforms, increasing conversion rates.
- Analyzed user metrics with Google Analytics and implemented SEO-informed design strategies. Conducted NPS surveys to guide iterative improvements in customer satisfaction.

UI/UX Designer, Anushree Reddy (Customized with personalized profiles)
June 2019 – Dec 2021 | Hyderabad, India

- Designed responsive e-commerce interfaces with user-friendly product filtering and sorting. Fixed navigation structure and content layout to improve user retention.

EDUCATION

Master's, Human Computer Interaction
Jan 2023 - Dec 2024
University of Michigan, Dearborn, USA
GPA: 3.96 /4.0

Bachelor's, Graphic Design
June 2015 - May 2019
National Institute of Fashion Technology, Kolkata, India

SKILLS & TOOLS

Product Design: Storyboarding, User Interfaces, IA, Wireframing, Journey maps, Visual design, Interaction Design, Graphic Design, Motion Design, Rapid Prototyping, Design system.

Research Skills: Competitive analysis, Usability Testing, Heuristic Evaluation, Competitive Analysis, User Requirements Gathering, Card sorting, User Behavior, User journey, Contextual inquiry, Personas, Surveys, Cognitive Psychology

Technical: HTML, CSS, JavaScript, Salesforce, React, Vue.js

AI & Data-Oriented: Prompt UX, AI Chatbot Workflows, ChatGPT, Lovable, Cursor, Co-Pilot

Tools: Figma, Sketch, Adobe Creative Suite (Adobe XD, After Effects, Adobe Photoshop, Adobe Illustrator), InVision, Balsamiq, Miro, Axure, Zeplin, OmniGraffle, Tableau, FigJam, Miro, Framer, Webflow,

AWARDS

Best Designer Award (Campus Sutra)