

Shruti Bhagwat

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Work Experience

UX Designer | Freelancing

May 2022 - Present

- Today's Task
Leveraged design thinking principles for designing a Google Chrome extension Today's Task via in-depth user research, market analysis, and revised wireframes and prototypes. Developed and refined existing user interface based on user feedback, and implemented mental models and feature enhancements for intuitive User Experience.
- Oriyn
Designed mobile app features by collaborating with a cross-functional team, utilizing data-driven user insights, and recognizing different use cases to drive impactful design decisions for the Hylx Mobile App - cultivating an entrepreneurial network.
- ReferQuik
Led the design of end-to-end experiences for ReferQuick mobile app collaborating with product manager and developer and supporting an iterative design process that resulted in 95% stakeholder satisfaction.

Visual UX Product Designer | SafeSend

May 2023 - Aug 2023 | Ann Arbor, MI

- Spearheaded ideation with an interdisciplinary team of designers, project managers, and product owners, and designed the Settings module of the company's flagship product. It resulted in a better user experience and great customization options.
- Revamped email templates by utilizing user feedback and developed an intuitive user experience, leading to increased client satisfaction and more efficient workflows of their tax filing process.
- Leveraged customer surveys to analyze in-depth user requirements, and suggest actionable solutions with design mockups to improve the product's UI.

UX Designer | Palador

Nov 2021 - May 2022 | Seattle, WA

- Bethany Church website
Restructured Bethany Church's website by focusing on clear navigation that helps 3000+ users access the website's Improved features. Employed innovative UX strategies based on usability data, directly contributing to a 60% increase in customer satisfaction.
- Novartis Clinical Trial Survey
Designed a user-centered Clinical Trial Survey website for unique-situation patients by leading the design process. Utilized user research insights, and user flow techniques, and revised high-fidelity prototypes to design and develop a cohesive user experience, significantly improving customer retention by 35%.

Internship and Volunteering

UX Designer | Benefit.Design

Jun 2021 - May 22

- Redesigned the gtzp.org website by Leading a team of Designer students. Guiding them to conceptualize Information Architecture, helping to refine design methodologies, and producing high-fidelity prototypes.

Education

Seattle Central Colleges

Sept 2019 - June 21 | Seattle, WA

Associate Prof Tech, Graphic Design (GPA: 3.9/4)

- Achievements/Awards: President's List 4x (GPA of 3.7 or higher)

Shivaji University

Aug 2012 - June 15 | Maharashtra, INDIA

BS in Mechanical Engineering (GPA: 3.3/4)

- Achievements/Awards: Published a paper on the topic 'Design, and Development of Microturbine for Domestic application' in IJRSET (Volume 2 Issue 2 reference no. ISSN 2394-739X)

Skills

Design

Wireframing
Interactive Prototyping
UI Design
Design System
UX Psychology
WCAG
Inclusive Design
Sketching & Ideation
User Flows
Information
Architecture
Storyboarding
Data Visualization
Agile Methodologies

Research

Market Analysis
User Journey Maps
Personas
Usability Testing
A/B Testing
User Surveys
Card Sorting
Tree Testing
User Interviews
Competitive Analysis
Prioritization Matrix
Heuristic Evaluation

Tools

Figma
Adobe Creative Suite
InVision
Sketch
HTML, CSS
JavaScript
AR Spark
Miro
Azure DevOps

Interest

AI
AR/VR
Branding
Clay Art