Tanvi Bhingarde

Product / UX Designer

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SUMMARY

Product & UX Designer with 3+ years of experience turning complex systems into clear, human experiences. I've designed across healthcare, SaaS, and retail, shaping 0→1 products that balance business needs with user empathy. My work blends research, accessibility, and thoughtful design systems using data and curiosity to create experiences that not only work well but feel right.

WORK EXPERIENCE

Amura Health

UX/UI Designer   *July 2025 - Present | Chennai*

- Led end-to-end design for 0→1 B2B healthcare SaaS products including store management, HRM, and service configuration modules.
- Designed accessible, scalable workflows for digital and physical product operations, backed by user research, prototyping, and usability testing.
- Collaborated cross-functionally to evolve the design system and ensure consistent, WCAG-compliant experiences across the platform.

Dataformatics

UX/UI Designer (Freelance)   *January 2025 – July 2025*

- Designed and optimized lead management workflows, improving efficiency and conversion within the sales pipeline.
- Led end-to-end design execution from strategy to implementation while collaborating with product and sales teams.
- Streamlined and automated workflow processes, enhancing visibility and reducing manual effort across client operations.

Allen Digital

Product Designer   *June 2024 - December 2024 | Bengaluru*

- Led the end-to-end redesign of the ERP system during its offline-to-online migration, improving operational efficiency and workflow transparency for internal teams.
- Designed role-based dashboards for approvers, admins, and accountants, streamlining decision-making through stakeholder research and user-centered design.
- Conducted user research, usability testing, and cross-functional collaboration to identify pain points, refine post-order support flows, and align design goals with business outcomes.

Quench Botanics

Visual & UI Designer   *July 2021 - August 2022 | Mumbai*

- Built the brand's visual identity and design system from the ground up, creating 60+ reusable components that streamlined design delivery.
- Designed web and mobile interfaces rated 4.6 by users, driving higher engagement and conversion through iterative A/B testing.
- Developed campaign visuals and omnichannel experiences across digital, retail, and partner touch points, ensuring cohesive brand expression.

Ballentine Media

Visual & UX/UI Designer (Freelance)   *June 2019 - July 2021*

- Managed client projects with a focus on brand identity, visual design, and product design.
- Conducted goal-oriented UX research and interviews to inform design decisions and solve problems.
- Applied contextual inquiry and usability testing to validate design decisions and iteratively improve the user experience.

Baggit India Pvt Ltd

Design Executive   *October 2019 - July 2021 | Mumbai*

- Designed end-to-end product experiences for 200+ sustainable bags across five seasons.
- Used data-driven insights to identify design opportunities and increase repeat purchases.
- Collaborated with cross-functional teams to align design feasibility and business goals.

Dharavimarket.com

Graphic Designer   *June 2019 - October 2019 | Mumbai*

- Created cohesive brand identities and design guidelines for digital and offline platforms.
- Designed marketing and campaign assets to enhance engagement and visibility.

EDUCATION

M.Des, Design for Retail Experience   2022 - 2025
National Institute of Design, Bengaluru

B.Des, Fashion Lifestyle Accessory Design   2015 - 2019
National Institute of Fashion Technology, Mumbai

ADDITIONAL INFORMATION

Skills: UX Design, Interaction Design, Design Thinking, Design Research, Design Systems, Prototyping, Generative AI, Storytelling, Storyboarding, User Flows, User Testing, Usability Testing

Tools: Figma, Adobe Creative Suite, Adobe XD, MS Office Suite, Framer, Spline, Miro, HTML (Basic)

Other Experience: Placement Team Lead, NID (2022-23), Organizer, Textiles India 2017, Team Lead, Viacom 18 (2018-19), Sneaker Designer, Metro Shoes (2018)

Recognitions: SAP Design Summit'23 Silver Medal, India ITME 2016 Gold Medal, Featured In Packaging Of The World (Rajasthan's Kathputli Craft), Asian Paints Mosaic Winner