

# Tanvi Bhingarde

Product / UX Designer

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Innovative Product / UX Designer with 3+ years of experience crafting human-centered, data-driven experiences that drive real impact. Skilled in translating complex challenges into intuitive solutions, leveraging AI, research, and iterative design to solve problems and optimize user engagement and business goals. Strong communication skills across cross-functional teams.

## EXPERIENCE

### Allen Digital

#### Product Design Intern

June 2024 - December 2024 | Bengaluru

- Led the end-to-end redesign of offline-to-online ERP migration, significantly improving operational efficiency for internal teams.
- Designed role-based dashboard interfaces for multiple stakeholders—including approvers, admins, accountants, and customer retention teams—to streamline decision-making based on data analysis and user feedback.
- Conducted user research, developed user stories, and performed usability testing with 20+ users, identifying and resolving critical pain points to enhance the user experience.
- Simplified post-order support processes, including information updates, course changes, payments, checkout, and refunds.
- Collaborated cross-functionally to align design goals with engineering and business objectives.

### Quench Botanics

#### Visual & UI Designer

July 2021 - August 2022 | Mumbai

- Established Quench Botanics' visual identity and design system from scratch, creating problem-solving requirements that accelerated design delivery.
- Designed website and app interfaces using wireframes and an iterative design process, achieving a 4.8/5 user rating and increasing mobile conversions.
- Created compelling visuals for over 80+ successful campaigns across physical stores, digital platforms, PR kits, and partner portals, tailored to target audiences.
- Led A/B testing of campaign visuals, resulting in measurable improvements in engagement metrics across digital platforms.
- Collaborated with cross-functional teams to launch the brand's first omni-channel retail experience, ensuring cohesive implementation of visual identity.

### Baggit India Pvt Ltd

#### Design Executive

October 2019 - July 2021 | Mumbai

- Designed end-to-end product design from concept to production of 200+ sustainable bags and accessories across 5 seasons.
- Analyzed user behavior data from thousands of customers to identify opportunities that increased repeat purchase rates.
- Led production phase of design development by analyzing markets and competitors to improve products.
- Collaborated with cross-functional teams in merchandising, marketing, and manufacturing to ensure design feasibility, effectively while optimizing sales strategies and enhancing customer experiences.

### 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.
- Designed websites and applications tailored to achieve specific client objectives.
- Implemented user research methodologies including contextual inquiry and usability testing to validate design decisions.
- Created brand identities and strategies, conducting usability testing to ensure optimal user experience through iterative processes.

### Dharavimarket.com

#### Graphic Designer

June 2019 - October 2019 | Mumbai

- Defined cohesive brand identities by creating impactful logos, style guides, and essential branding elements for B2B clients.
- Designed marketing materials and branding for digital and offline platforms.
- Developed print and digital assets for campaigns, improving user engagement through creative problem-solving.

## EDUCATION

### M.Des, Design for Retail Experience

National Institute of Design, Bengaluru

2022 - 2024

### B.Des, Lifestyle Accessory Design

National Institute of Fashion Technology, Mumbai

2015 - 2019

## RECOGNITIONS

### SAP Design Summit'23

Silver Medal

### India ITME 2016

Gold Medal

### Packaging of the World

Featured (Rajasthan's Kathputli Craft)

### Asian Paints Mosaic

Winner

## SKILLS

UX Design	Generative AI
UI Design	Storytelling
Interaction Design	Storyboarding
Design Thinking	User Flows
Design Research	User Testing
Design Systems	Usability Testing
Prototyping	Wireframing

## TOOLS

Figma	Framer
Adobe Creative Suite	Sketch
MS Office Suite	Spline
Adobe XD	Miro

## OTHER EXPERIENCE

### Organizer, Textiles India 2017

Represented NIFT in collaboration with the Ministry of Textiles.

### Placement Team Lead, NID (2022-23)

Led the successful execution of the NID Placement Drive.

### Team Lead, Viacom 18 (2018-19)

Managed campus ambassador program for NIFT Mumbai.

### Sneaker Designer, Metro Shoes (2018)

Designed sneakers for the Summer Sneaker Festival.