

Amruta Bhavsar • Product Designer

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Work Experience

UI/UX Designer | Leadzaar | 01/2024 - Present

- Collaborated with designers and leadership in the conceptualization and execution of designs and animation for an innovative AI product. Introduced tools that **saved the company time of up to 5 hours per week** and demonstrated a flexible and iterative process when prototyping.
- Led UX research initiatives, **deriving 10+ actionable insights** through uncovering customer engagement strategies that pivoted the company's product development roadmap into a fortified position in the market.
- Redesigned the logo and brand identity into a unique and cohesive system, increasing the perceived value of the startup and its recognition significantly.

User Experience Designer | SOMAmetrics | 02/2023 - 10/2023

- Spearheaded the visual and functional overhaul of a B2B SaaS platform through user-centered design, simplified task flows, optimized information architecture, and introduction of visual aids in Figma and Bubble.io - **resulted in a promotion within 4 months**, ahead of schedule by 2 months.
- Transformed the designs of 5 critical website pages utilizing WordPress, Elementor, and HTML. Reimagined the way-finding by keeping empathy for the end user's journey and the website's SEO optimization in mind.
- Leveraged storytelling skills to give presentations that **resulted in 95% positive feedback from senior management** and team members, setting a high standard for design excellence within the organization.

Digital Product Design Intern | Royal Caribbean Group | 05/2022 - 08/2022

- Conducted extensive usability research on various UI design methods and design system practices in Figma, providing invaluable insights to **optimize the Digital Design team's workflow by at least 20%**.
- Updated the deck maps of 6 ships, ensuring precise and user-friendly navigation for customers. Organized design files neatly and maintained Figma components for a streamlined design process.
- Took initiative to conduct thorough secondary research on chat-bot customer service methods. Analyzed 9 digital customer service approaches across diverse industries, contributing to innovative design solutions.

UI/UX Design Assistant Intern | Ren Energy | 04/2022 - 08/2022

- Revolutionized the operational workflow of the Ren platform by designing a feature that eliminated the need for tedious cross-referencing of spreadsheets, thereby **enhancing the operations team's efficiency by 25%**.
- Proactively engaged with 4 cross-functional teams, using interdisciplinary collaboration skills to deliver user-centric solutions and demonstrate excellent communication in the design of a pivotal feasibility feature.
- **Led 10+ rounds of usability testing**, integrating user feedback into design iterations continuously. Resulted in a highly intuitive and efficient B2B SaaS product driven by quantitative and qualitative research.

Education and Certifications

Massachusetts Institute of Technology xPRO | Designing and Building AI Products and Services

06/2023 - 08/2023 | Certificate • Grade: 5.0 / 5.0

California College of the Arts | Interaction Design

08/2019 - 05/2023 | BFA • GPA: 3.9 / 4.0 • Graduated with High Distinction • Minor in Computational Practices

Skills and Software

Skills | UX • UI • User-Centered Design • A/B Testing • Prototypes • Wireframes • Information Architecture • Visual Design • Motion Design • Animation • Empathy • Communication • Storytelling • User Research

Software | Figma • Adobe XD • Sketch • Adobe Creative Cloud • Photoshop • Illustrator • After Effects • Premiere Pro • InDesign • Acrobat Pro • Miro • Google Suite • Microsoft Suite • Bubble.io • HTML • JavaScript • CSS