

Bhavna Paikattil

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EDUCATION

- Pratt Institute** – New York, USA **August 2022 - May 2024**
GPA 3.95/4.0
Masters of Science in Information Experience Design
- PES University** – Bangalore, India **July 2016 - June 2020**
GPA 9.72/10
Bachelor of Design in Product Design

SKILLS

- **Technologies:** Adobe Suite, Figma, Adobe XD, Autodesk Fusion 360, Webflow, Rhino 6, Keyshot, SolidWorks, HTML5, CSS3
- **Skillset:** Persona, Journey maps, User flows, Storyboarding, Wireframing, Prototyping, Data visualization, Illustration, User Interview, Card Sorting, Personas, Information Architecture, Heuristic Evaluation, UI Design, 3D modeling, Rendering, Visual Communication, Service Design

EXPERIENCE

- Pratt Institute. - Brooklyn, New York**
Career Advocate (CA) **January 2023 - Current**
- Working on a framework (Think, Construct, Reveal) to deliver career-related resources and content to help students get prepared for the industry.
 - Information visualization- Designing visual creatives to be posted based on the data gathered from the students.
- PlaySimple Games Ltd. - Bangalore, India**
Associate UX Designer **March 2022 - August 2022**
- **Daily Theme Crossword (Game with 300,000 daily active users):** Performed Heuristic Analysis to identify new areas of improvement.
 - Worked on game specs to help retain users after 30 days(D30), have warning signs, and other similar specs.
 - Helped establish a design system for the game design.
 - **Wordy (newly launched word game):** Performed competitive analysis for benchmarking.
 - Designed the UX game flow targeting D0 onboarding for new users, explaining the game and had a 60% success rate.
 - Created UI assets for the game interface and icons.
- Spoon – Bangalore, India**
Ui/Ux Design intern **June 2021 - November 2021**
- Worked in a leadership role with a team of 10 and also helped recruit more members by conducting interviews.
 - Created screens for the app and website and worked with Webflow to develop parts of the website.
 - Created multiple social media posts for Instagram and LinkedIn to promote content.
 - Designed the company credit card which was launched in 2021.
- Urban Texture – Bangalore, India**
Furniture Designer **August 2020- April 2021**
- Designed and developed multiple furniture collections that have been manufactured and sold.
 - Handled client-faced projects to create customized designs.
 - Designed social media posts, company brochures, and business cards and redesigned the website.

EXTRACURRICULAR

- 2021 • Launched my company - [Paika Design](#), selling resin products online
2019 • Workshop - Tie-dye for Aatmatrishha Event- PES University
2018 • Volunteer- Spastic Society of Karnataka- helped create reading material for the children