Bhavna Paikattil

User Experience Designer

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EXPERIENCE —

UX Consultant | Center for Digital Experiences
Brooklyn, New York   JANUARY 2023 - CURRENT

- Port Washington Children's Center- Conducted evaluative testing with 10+ participants using UserTesting.com; synthesized and designed against findings to reduce the bounce rate for primary user flow.
- Words Without Borders (ongoing)- Conducted 8+ usability tests on each independent type of page on the website; created 10+ concepts showcasing UX design improvements to increase session time by 10%.
- CUNY OpenLabs (ongoing)- Studied pain points to design solutions that improve navigation for mobile users.

Associate UX Designer | PlaySimple Games Ltd.
Bangalore, India   MARCH 2022 - AUGUST 2022

- Optimized experience by employing game interactions for app with 10M+ downloads.
- Implemented solutions for retaining users after 30 days.
- Established a design system to create guidelines for UI elements within the game.
- Designed the UX game flow targeting onboarding for new users with a 60% success rate.

UI/UX Designer Freelance | Spoon
Bangalore, India   JUNE 2021 - DECEMBER 2021

- Held a leadership role with a team of 10 and collaborated seamlessly with cross-functional teams.
- Created flows for the app and website and worked with Webflow to develop parts of the website.
- Raised Instagram and LinkedIn followers by 50% each in one month; executed a cross-platform social marketing campaign.
- Designed the company credit card which was launched in 2021.

Product Designer | Urban Texture
Bangalore, India   JULY 2020 - APRIL 2021

- Handled client-facing projects to create customized designs, increasing sales by 25%.
- Designed and developed multiple furniture collections exploring the material possibilities of MS and SS.
- Headed the design front of the company, with social media posts, company brochures, business cards and redesign of the website.

Visual Design Intern | Vichithram
Bangalore, India   FEBRUARY 2020 - JULY 2020

- Designed and curated 3 interior decor collections adopted by the client.
- Created illustrations for stickers and laser-cut designs which were presented to the CEO.
- Collaborated with cross-functional teams to generate 3D animations and wireframes for website design.

Industrial Design Intern | Axiom Consultancy
Bangalore, India   MAY 2019 - AUGUST 2019

- Performed a 3-month extensive research into the future of lighting.
- Brainstormed concepts for the problem statements for multiple stakeholders and ongoing projects.
- Created 3D models for the concepts using Rhino.
- Generated wireframe concepts for product dashboards while working with PNG client projects.

EDUCATION —

Pratt Institute –
Master's in Information Experience Design
(GPA 3.99/4.0)   2022 - 2024

PES University –
Bachelor's in Product Design
(GPA 9.72/10)   2016 - 2020

SKILLS —

Tools: Adobe Suite, Figma, Sketch, Framer, Adobe XD,Webflow, Keyshot, HTML5, CSS3, Optimal Workshop, UserTesting.com, Google Analytics, Hotjar, Tobii, Wordpress, Zeplin, Autodesk Fusion 360, Rhino

Design & Research: Digital Accessibility, Design Systems, Heuristic Analysis, Information Architecture, Interaction Design, Visual Design, Wire-framing, Prototyping, Data visualization, User Interviews, Personas, Card Sorting, Tree Testing, User Flows, Usability Testing, 3D modeling, Service Design

AWARDS —

CNR Rao Scholarship - PES University | 2019
Received for performing as the top 3 students in the class.

Design Intelligence Awards - China | Shortlisted for FUJI concept
The selected design was prototyped and shipped to China for the competition.

EXTRA-CURRICULAR —

2021 • Founded - Paika Design, sold unique resin products online.

2019 • Workshop - Tie-dye - Taught students the material properties and applications of dye in possible patterns

2018 • Volunteer - Spastic Society of Karnataka - Developed reading material for children with disabilities.

2016 • Volunteer - DesignUp Conference - Selected to contribute to the event based on merit.