

Bhavna Paikattil

User Experience Designer, New York

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EXPERIENCE —

UX Consultant | Center for Digital Experiences

Brooklyn, New York

JANUARY 2023 - CURRENT

- Port Washington Children's Center- Reduced the bounce rate of the website by 20% by designing and restructuring the homepage navigation through data acquired by conducting UX research.
- Words Without Borders - Enhanced user engagement for an optimized search experience by designing an intuitive, responsive feedback system, resulting in a projected 15-second decrease in the decision-making process.
- CUNY OpenLabs- Implemented UI improvements made on WordPress, and restructured the Information architecture to solve the triple navigation problem, increasing engagement on mobile devices by 30%.

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 with a 35% increase in engagement.
- Established a design system to create guidelines for UI elements within the game, streamlining the creation process.
- Designed the UX game flow targeting onboarding for new users with a 60% completion 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.
- Raised Instagram and LinkedIn followers by 50% 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 and curate furniture collections, increasing sales by 25%.
- 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.
- Collaborated with cross-functional teams to generate 3D animations, illustrations for stickers, laser-cut designs, and wireframes for website design.

Industrial Design Intern | Axiom Consultancy

Bangalore, India

MAY 2019 - AUGUST 2019

- Performed 3-month extensive research into the future of lighting.
- Brainstormed, and created wireframes and 3D-modeled concepts for multiple stakeholders and projects with PNG.

EDUCATION —

Pratt Institute, New York – *Master's in Information Experience Design*

(GPA 3.99/4.0)

2022 - 2024

PES University, Bangalore – *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 2019 - China | Shortlisted for FUJI concept

The selected design was prototyped and shipped to China for the competition.