Twinkle Bhatt
UX/ Product Designer

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A designer who shapes products through the lens of user empathy, craft beautiful, strategic solutions that don't just look good but solve real world problems. Sketch ideas that evolve into intuitive interfaces, refine every pixel and interaction with precision. Research user behaviors, translate insights into seamless experiences. Designs that simplify workflows and build visually appealing narratives, offer not just the function; but resonate.

Work Experience

Shoptaki – Product /UX UI Design Lead (Full Time)   *Aug. 2024 – Present*

- Led the research and development of the Smart ID product, collaborating with three departments to streamline digital ID accessibility across mobile and desktop platforms, **accelerating workflow efficiency by 3x**.
- Conducted user research, usability studies, and heuristic evaluations, identifying pain points in navigation and interaction to streamline the user experience.
- Addressed inefficiencies in user flows by analyzing engagement data and stakeholder concerns. Redesigned critical interactions, leading to a **12% increase in action button clicks** and a smoother navigation experience.
- **Designed and presented** the MVP to potential investors, showcasing design iterations based on user engagement insights. securing buy-in for the product's impact and usability improvements.
- Implemented design improvements that **led to a 15% increase in usability metrics**, enhancing the overall experience.

Immer – UX/UI Designer (Internship)   *Jan. 2024– May 2024*

- **Designed 100+ wireframes and prototypes** for mobile and web applications using Miro and Figma, working closely with the UX/UI lead and stakeholders to refine design systems and component libraries based on user feedback.
- Performed user research and usability testing, contributing to iterative design strategies that enhanced user experience and aesthetics while **collaborating on 4+ projects** to meet deadlines effectively.
- Redefined the user flows using the **CSD Matrix and MOSCOW method**, leveraging prototyping to identify usability issues and optimize interactions.
- **Collaborated with designers** to analyze and resolve usability challenges, leveraging surveys to gather insights and implement effective design improvements
- Conducted competitive analysis and UX research, working closely with stakeholders to shape the customer experience, ultimately contributing to the MVP development for the product.

UX/ UI & Product Designer, Developer, Freelance   *Dec. 2021– Present*

Clients served: Kompkin | Miurac | RNL | The Sparks Foundation | Sahu Technologies | MHM's Outcome based Education

- **Kompkin :** Led end-to-end redesign of e-learning company website, incorporating user research and journey mapping to optimize navigation flows, **resulting in enhanced engagement and accessibility**.
- **Miurac:** Redesigned accessible flow and visuals for Edufeat Company that improved SEO, leading to a **50% increase in organic website traffic within six months** by enhancing usability and search visibility.
- **Ruffalo Noel Levitz (RNL):** Led fundraising efforts, building student-alumni connections and establishing partnerships to support university initiatives and community engagement.
- **Sahu Technologies:** Documented comprehensive technical paper for Python forecasting models, driving continuous improvements in research methodology and establishing industry best practices for model implementation.
- **The Sparks Foundation:** Collaborated with development team to design and develop a secure live banking system enabling seamless money transfers, optimizing transaction workflows and user authentication
- **MHM's Outcome based Education:** Enhanced Python programming fundamentals through hands-on development of interactive applications, gaining practical experience in object-oriented programming.

Tools, Languages & Skills

- **Tools and Languages:** Figma | Adobe Creative Suite | Slack | Mural | Sketch | Balsamiq | Miro | Optimal Workshop | Trello | Jira | Zeplin | Microsoft Office | HTML | CSS | JavaScript | SQL | Python | WCAG
- **Skills:** Storytelling | A/B Testing | Strategic Design | User Interviews | User Research | UI Design | User Persona | User Flows Information Architecture | Prototyping & Wireframing | User Empathy Maps | Journey Mapping

Education

Pace University   MS in Information Systems | *Concentration:* User Centered Design   New York, NY | May 2024

Rajiv Gandhi Institute of Technology   B. Tech in Electronics and Telecommunication   Mumbai, India | June 2022