

BHAGYASHREE

Senior UX Designer

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EDUCATION

Master's In Business Administration

Dayanand Sagar Institute
2015 - 2017

Bachelor's In Business Administration

Bishop Cotton Women's Christian College
2011 - 2015

SKILLS

Design

User experience, interaction design, user interface, physical and digital prototyping, visual design, wire framing, low-high fidelity mockups & building design components.

Research

User interviews, user testing, information architecture, journey mapping, quantitative analysis, A/B testing, competitor analysis & design strategy.

Visual Design

Branding, typography, iconography, colour theory web design & design system.

Software

Figma, Adobe XD, Invision, Sketch, Illustrator, Photoshop & Mural.

CERTIFICATES

Visual elements of UI design

Certified in "visual elements of user interface design," specialising in creating intuitive and engaging interfaces.

The language of design

Studied "the language of design: form & meaning," focusing on how design elements influence user perception and experience.

Web design: strategy & architecture

Explored "web design: strategy & architecture," focusing on effective strategies and structural design for optimised web experiences.

HOBBIES

Professional race car driver

Formula 4 car racer proudly representing India's JK tyres in the women's racing team, committed to breaking barriers and inspiring the next generation of female drivers.

Participating in design communities

Engaged member of design communities, sharing insights and collaborating with fellow creatives to push the boundaries of design.

Travelling

Love for exploring diverse cultures and landscapes, always seeking inspiration from the world around me.

PROFILE

UI/UX Designer with 7+ years of experience in transforming ideas into intuitive user interfaces for enterprise-level software. My passion for storytelling and user-centered design allows me to develop impactful solutions while effectively collaborating with cross-functional teams to align designs with strategic goals.

EXPERIENCE

Senior UX Designer

Winmore India Private Limited | Nov 2024 - Present

Led the end-to-end product design of new AI-powered products and features for an AI-native profit engine serving the global logistics and transportation industry.

Designed and launched allocation AI from concept to release, including discovery, user flows, wireframes, prototypes, and final UI.

Improved workflow efficiency by 35% by simplifying complex freight, pricing, and operational processes for freight forwarders, brokers, and carriers into intuitive user journeys.

Created a scalable design system library with reusable components and standards, improving design consistency and reducing delivery time by 30% across multiple products and teams.

Contributed to strategic initiatives including bid & tender management, pricing workflows, RFQ automation, dashboards, and internal collaboration tools, while reducing usability issues by 25% through research, testing, and iterative design improvements.

Senior UX Designer

Interior Logic Group | Sept 2023 - Sept 2024

Crafted immersive digital experiences that seamlessly integrated with interior designs.

Identified & solved complex ux issues by conducting user research, analysing pain points and implementing design solutions that enhanced usability & user satisfaction.

Streamlined design processes with wireframes & prototypes, reducing development time by 30% and cutting user drop-off rates by 25%.

Collaborated with cross-functional teams, including product managers and engineers, to define strategy & balancing user needs with business objectives.

UX Design Specialist (Project Based Role)

Jan 2022 - May 2023

Designed UX for SaaS and platform-based products for clients including Wekan, Qount, Rocket Fuel, and OnGrid, improving usability and user engagement.

Created wireframes and low/high-fidelity prototypes in figma, leveraging design systems to ensure scalable and consistent UI.

Conducted user research, competitive analysis, and usability testing to inform data-driven design decisions.

Collaborated with stakeholders and cross-functional teams to deliver user-friendly, responsive, and accessible solutions, improving overall product efficiency.

Information Architect (UX)

Publicis Sapient | Oct 2020 - Dec 2022

Led the design and implementation of information structures for key projects like UPS shipments and carnival cruise, optimising user interactions and accessibility.

Identified and implemented suitable design frameworks for strategic and project-based initiatives, leveraging data analysis and user testing to optimise content organisation, resulting in improved navigation and discovery.

Applied IA methodologies and tools to ensure the scalability and sustainability of digital platforms, specifically designing a logistics warehouse dashboard that delivered impactful results in the logistics and travel sectors.

UI/UX Designer

Youplus.Inc | Dec 2018 - Jun 2020

Owned end-to-end UX design (concept to launch), including wireframing, prototyping, and UI design.

Led user research and usability testing to improve product usability.