

Tanishq Bafna, M.Eng

UX@tanishqbafna.com | [Portfolio](#) | [LinkedIn: tanishqbafna](#) | +1 (540) 991-3577 | Blacksburg, VA

SUMMARY

Product Designer experienced in harmonizing innovation, functionality, aesthetics, and crafting immersive user experiences. Proven expertise in interactive application design using Figma, with a reliable ability to work independently and apply UI/visual design principles effectively. Exceptional skills in visual design (UI/UX), utilizing design systems, and solving complex interaction challenges. Adept at connecting product strategy to execution, fostering a collaborative, creative, and customer-centric development process. Experienced in working cross-functionally with engineers and product managers.

WORK EXPERIENCE

Product Designer, [Daughters App](#). [Social Media]

Remote, USA, 08/2023 - Present

- Designed 20+ wireframes, prototypes, and mock-ups implementing interaction design UX principles in Figma, ensuring engaging, user-friendly interfaces.
- Conceptualized user-focused UX designs for iOS app incorporating Apple's Human Interface Guidelines, human factors psychology, and accessibility practices (WCAG), enhancing ease of use by 23%.
- Implemented and created comprehensive design guidelines to streamline collaboration between designers and developers, ensuring consistent and cohesive user experiences across all projects.
- Designed an interactive and visually captivating landing page that significantly increased web traffic and a 10% improvement in conversion rates.
- Analyzed user feedback, information architecture, and user personas, enhancing primary user flow and attaining a 95% task completion rate, soaring from 80% post-app launch.

Product Designer (Contract), [Fruitfullnc, Inc.](#) [Financial Services]

Remote, USA, 04/2023 - 08/2023

- Conducted user behavior analysis, executed A/B testing, and assessed modifications on limited user groups to minimize revenue risks from significant overhauls.
- Collaborated with developers using Agile techniques to promote collaborative design processes, enabling quick feedback cycles and streamlined product creation.
- Incorporated design principles and user journey assessment to enhance dashboard interaction, resulting in a 10% rise in user satisfaction.

UI/UX Design Content Strategist (Contract), [Avocademy Inc.](#) [Educational Platform]

Remote, USA, 01/2023 - 04/2023

- Orchestrated the creation of tailored content by collaborating with program managers to establish personas and user journey maps, achieving a 20% increase in active user participation.
- Capitalized on empathy-driven strategies, incorporating gamification micro-interactions, stimulating 15% gain in user satisfaction.

Product Designer, [CXStudios](#). [Healthcare Platform]

Remote, 06/2022 - 08/2022

- Devised customer journey maps informed by user interviews, leading to 15% growth in business goals, user insights, guiding design decisions, and user experiences aligned with user-focused solutions.
- Collaborated with the design lead through design thinking sessions to design wireframes and rapid prototypes for early testing and validation.
- Monitored CXStudios' 90-Day MVP Campaign's omnichannel initiatives using Adobe Analytics and Wevo.ai, ensuring friction-free interactions that resulted in a 20% increase in customer acquisition.

UI/UX Designer (Freelance), [Centillion](#). [IT Services]

Mumbai, India, 07/2020 - 11/2020

- Developed two prototype versions for A/B testing, driving user-oriented research on iOS apps, addressing concerns, proposing design changes, and providing iterative updates.
- Leveraged Google Analytics for comprehensive performance analysis optimized engagement strategies, achieving 2x increase in average app engagement time.
- Executed in-depth user testing with 10+ participants via UserTesting.com, Utilizing insights for data-driven design enhancements, reducing bounce rate for primary user flow by 10%.

LEADERSHIP EXPERIENCE

Global Student Volunteer, [Soroptimist International](#)

Rose-Hill, Mauritius, 06/2019 - 08/2019

- Conducted counseling sessions, provided guidance and skill training, imparted IT and soft skills while coordinating and planning future projects, and ensured seamless logistical execution.
- Led web design and development, pioneering the paperless transition, achieving a 10% overhead reduction by refining website flows, and directing a 30% decrease in misdirected, overlooked traffic.

EDUCATION

Virginia Polytechnic Institute & State University, USA

- Masters of Engineering in Computer Science, GPA - 3.81.
- An alumnus of the [Center for Human-Computer Interaction](#).

Vellore Institute of Technology, India

- Bachelor of Technology in Computer Science, GPA - 7.94/10 (WES - 3.850).

SKILLS

UI/UX Design
Interaction Design
Visual Design
UX Research
Design Systems
Usability Testing
Contextual Inquiry

Design Thinking
Persona
Journey Mapping
Wireframing
Product Design
User Flow
Mobile/Web Design

Prototyping
User Interviews
Usability Metrics Analysis
Accessibility Standards (WCAG)
Figma
Front-End Development
Storyboarding

User Empathy
Data-Driven Design
Product Management
Tableau
User-Centered Design
Information Visualization

ACADEMIC PROJECTS

Collaperture - Film Production App - [Collaperture](#)

- Led design of 15+ prototypes, enhancing UX shaping filmmaker-facing features with user research affinity diagrams.

AR Application with Unity 3D & Vuforia - [Aurel](#)

- Supervised code reviews, user-testing three new features. Applied user-oriented strategies facilitated design thinking workshops identifying use cases project requirements.

HONORS & AWARDS

Google Career Certificates

- Build Wireframes & Low-Fidelity Prototypes - (06/2022),
- Start the UX Design Process: Empathize, Define, & Ideate - (05/2022),
- Foundations of UX Design - (01/2022).
- Introduction to AR & ARCore - (02/2021)

Advanced UI/UX Designer Certification - [ITLH](#) - (08/2020)

Hackathon Smart Web App Development - [Ethnus](#) - (10/2019)

Hack4cause ([VIT SCOPE & IEEE - SSIT.](#)) - (03/2018)