

Tanishq Bafna, M.Eng

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SUMMARY

Product Designer with a knack for blending innovation, functionality, aesthetics, and crafting immersive user experiences. Proven expertise in interactive application design with Figma, reliable ability to work independently, and effective application of UI/visual design principles. Exceptional skills in visual design (UI/UX), utilizing design systems, solving complex interaction challenges, and connecting product strategy to execution, fostering a collaborative, creative, and user-centric development process.

EDUCATION

Master of Engineering in Computer Science, [Virginia Polytechnic Institute & State University](#).

Bachelor of Technology in Computer Science, [Vellore Institute of Technology, India](#).

WORK EXPERIENCE

[Daughters App LLC.](#)

Senior Product Designer

Remote, USA
08/2023 - 12/2024

Project Name: Daughters App (Android, iOS, and Web)

- Led the design of Daughters "Generative AI Bible GPT," from conceptualization to designing comprehensive UI/UX design guidelines and interactions, building a unified and enhanced AI experience, achieving a Net Promoter Score of 84.
- Designed a user-centric design for the iOS mobile app, following Apple's Human Interface Guidelines (HIG) and WCAG standards, resulting in a 23% boost in ease of use measured via Single Ease Question.
- Established detailed design systems, prototypes, and style guides for a female-centric social media app to support collaboration between designers and developers, promoting consistent user experiences.
- Conceptualized an interactive, visually compelling landing page resonating with the female demographic, resulting in significant growth in web traffic, leading to a 4x increase in paid subscribers over six months.
- Optimized Daughters app's primary user flow by streamlining navigation and in-app onboarding, boosting the final version's task completion rate from 80% to 95%.

[Fruitful Inc.](#)

Product Designer

Remote, USA
04/2023 - 08/2023

Project Name: Fruitful Fintech and Broker SaaS Dashboard

- Executed in-depth user behavior analysis and conducted A/B testing, resulting in a 17% increase in user retention by evaluating significant product changes with various user groups to mitigate potential revenue risks.
- Coordinated with product managers and developers using Agile techniques to encourage collaborative product development processes, streamline development, and ensure alignment with product vision.
- Implemented vital design principles, such as visual hierarchy, progressive disclosure, and data visualization, optimizing the Fintech SaaS dashboard user journey and automating complex workflows, leading to a 25% reduction in task completion time.

[Avocademy Inc.](#)

UI/UX Design Content Strategist

Remote, USA
01/2023 - 04/2023

Project Name: Avocademy Online Learning Platform

- Collaborated with program managers to integrate user stories and personas to create user-centric microcopy and content strategy, resulting in a 25% increase in active user engagement.
- Conceived clear, concise, and empathy-driven UX copy for key user touchpoints; strategically incorporated gamification elements and micro-interactions to enhance user engagement, contributing to a 15% improvement in customer satisfaction.

[CX Studios.](#)

Product Designer

Blacksburg, USA
06/2022 - 08/2022

Project Name: Trends of Care Dashboard (Healthcare SaaS)

- Analyzed user behavior using customer journey maps and interviews, leading to a 15% increase in user insights, aligning UX design with the client's business goals, and creating more user-focused solutions.
- Collaborated with the design lead through design thinking and participatory design sessions to design wireframes and rapid prototypes for the healthcare SaaS, achieving a 2x increase in customer engagement.
- Monitored CX Studios' 90-day MVP by executing an omnichannel campaign through Adobe Analytics and Wevo.ai, optimizing the conversion funnel, minimizing drop-off rates, and creating a friction-free experience, resulting in a 20% increase in customer acquisition.

[Centillion.](#)

UI/UX Designer

Mumbai, India
07/2020 - 05/2021

Project Name: Belle Monde's (Real Estate Company) Website and SEO

- Developed two website design prototypes and mockups for A/B testing, allowing for data-driven comparisons of user interface designs, feature sets, and user flows, guiding iterative updates to address usability concerns, resulting in the best-performing version.
- Oversaw website performance using Google Analytics, focusing on bounce and retention rates to rework engagement strategies, including dedicated property pages catering to customer needs, doubling the average user engagement time.

LEADERSHIP EXPERIENCE

[Soroptimist International](#)

Global Administrative Coordinator

Rose-Hill, Mauritius
01/2019 - 08/2019

Project Name: Administration for Soroptimist International

- Facilitated comprehensive counseling sessions for children, providing IT and soft skills training while coordinating future projects with organizational goals and overseeing logistical execution.
- Led web design and development of an administration portal, transitioning to paperless operations, reducing overhead costs by 10%, revamping website workflows, and decreasing misdirected traffic by 30%.

TECHNICAL SKILLS & EXPERTISE

Design & Technical Skills: UI/UX Design, Interaction Design, Visual Design, Prototyping, Wireframing, Design Systems, Journey Mapping, Storyboarding, Mobile/Web Design, Information Visualization, Figma, Front-End Development.

Research & User-Centered Design: Design Thinking, UX Research, User Interviews, Contextual Inquiry, Usability Metrics Analysis, Data-Driven Design, User Empathy, Usability Testing, User Flow, Accessibility Standards (WCAG), User-Centered Design.

Technical Tools & Platforms: Figma, Adobe Creative Cloud, InVision, Miro, HTML, CSS, JavaScript, Mixpanel, Hotjar, Tableau, Power BI, UserZoom, Slack, Jira, Trello, Asana, Microsoft Teams, Google Analytics.

CERTIFICATIONS

GOOGLE CAREER CERTIFICATION

Design a User Experience for Social Good & Prepare for Jobs - (08/2023).

Create High-Fidelity Designs and Prototypes in Figma - (01/2023).

Build Wireframes & Low-Fidelity Prototypes - (06/2022).

Foundations of UX Design - (01/2022).

Build Dynamic User Interfaces (UI) for Websites - (04/2023).

Conduct UX Research and Test Early Concepts - (09/2022).

Start the UX Design Process: Empathize, Define, & Ideate - (05/2022).

Introduction to Augmented Reality and ARCore - (02/2021)