

Ayushi Bhatia

Senior Product Designer

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🌐 <https://www.shorturl.at/dwMO3>

Professional Experience

NetBramha Studios

2023 - Present

Associate Senior UX Designer

2021 - 2023

UX Designer

- Led UX design projects, conducting **comprehensive user research** with methods like interviews, surveys, and usability testing, and creating high-fidelity prototypes and wireframes.
- Developed and maintained **design systems**, ensuring consistency across products, and collaborated with product managers, developers, and designers for seamless design integration.
- **Mentored** UX Designers, fostering professional growth, and continuously explored emerging design trends and technologies for **innovative**, user-engaging solutions.
- Utilised **analytics tools** and **user feedback** to iterate on designs, focusing on functionality and user experience, while advocating for accessibility and inclusive design.
- Managed **project timelines** and deliverables, ensuring high-quality outcomes, and advocated for accessibility, creating **inclusive designs** for **diverse user groups**.
- Developed **user personas**, **user journey maps**, and **user stories**, **understanding user needs**, **pain points**, and **behaviors**, and mapped out **user flows** for seamless journeys.
- Performed **heuristic analyses**, conducted **competitive analyses** and benchmarking for market research, and worked on multiple Proofs of Concept and pitch decks to exceed market standards.

Techolution Pvt. Ltd.

2019 - 2021

Associate UX Designer

2019

UX Design Intern

- Prepared and presented **lo-fid mockups** to internal teams and stakeholders.
- Created personas, user flow maps, wireframes, flow-diagrams, sitemaps, paper & hi-fi interactive prototypes.
- Collaborated with development team to implement the vision.
- Gathered and evaluated client requirement in **collaboration** with **Product Manager**.
- Conducted **A/B testing** to assess user impact of specific UI elements.
- Gathered feedbacks and reviews by presenting **UX Design concepts** to them.
- Participated in design sprints, group ideation, analysis & planning to inform a deep product roadmap.

Skills

User Experience

User Research, Affinity Mapping, Journey Mapping, Design Principles, Design Strategy, Human Computer Interaction (HCI), Interaction Design, Product Strategy, Usability & Concept Testing, User Flows, Information Architecture, Wireframing, Heuristic Evaluation, Sprint Sessions, Brainstorming, Product Ideation.

User Interface

Typography, Color Theory, Design Systems, Responsive design, Layout Design, Prototyping

Toolkit

Adobe XD, Sketch, Figma, Invision, Framer, Notion, Trello, Slack, and other little helpers

Education

2015 - 2019

The LNM Institute of Information Technology

B.tech in CCE

Social Profiles

 dribbble.com/ayushibhatia

 behance.net/bhatiaayushi

 [ayushi-bhatia-52614315a](https://www.linkedin.com/in/ayushi-bhatia-52614315a)

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