

Muskan Bhatia

Senior Product Designer

15+ projects led in 3 years

+91 7065753229

muskanbhatia.design@gmail.com

muskanbhatia.com [in muskan-bhatia20/](https://www.linkedin.com/in/muskan-bhatia20/)

EXPERIENCE

Senior Product Designer / eFeed/VetVantage.ai

May 2024 - Present / Full-time

- Orchestrated the design of an investor-focused analytical dashboard for Vetvantage.ai, increasing user engagement by 25% and successfully converting 6 out of 9 pitches.
- Led the successful launch of 10+ new features, including IoT sensors and GIS mapping, while single-handedly designing and managing the UI/UX for over 50+ screens.
- Achieved a 50% increase in design-driven feature requests from stakeholders as a result of design advocacy within the startup.
- Communication of design decisions, processes, and outcomes, as well as gathering feedback, generated 40% more stakeholder satisfaction.

Product Design Consultant/ eFeed/VetVantage.ai

Nov 2023 - April 2024 / Freelance

- Enhanced product roadmap alignment and priority setting by collaborating closely with founders and stakeholders.
- Leveraged AI tools to create detailed user personas by analyzing available data, conducting user research, and incorporating industry trends, which informed design decisions and aligned product features with market needs.
- Streamlined market exploration for eFeed by identifying potential users and defining use cases, leading to improved user engagement and helping stakeholders establish key business metrics.

Senior User Experience Designer II / Onething

Feb 2024 - April 2024 / Full-time

- Developed and implemented innovative features that set Yatra apart from competitors, reinforcing its leadership in the travel booking market.
- Redesigned the school teacher dashboard for the Pathways project by analyzing stakeholder feedback to identify critical UX gaps, significantly enhancing usability and fostering a straightforward, intuitive experience for teachers.

User Experience Designer II / Red Baton

Apr 2023 - Jan 2024 / Full-time

- Developed estimation sheets that streamlined project planning, improving budget management and boosting overall project profitability.
- Collaborated on a fast-paced UX/UI project for Budweiser, focusing on enhancing user engagement in beer sales while tactfully managing consumption messaging through the implementation of dark UX techniques.
- Facilitated discussions on structuring information and designing user flows to enhance the user experience through workshops on Information Architecture.

Senior User Experience Designer / 3Minds Digital

Jul 2021 - April 2023 / Full-time

- Designed wireframes and high-fidelity prototypes for Jockey's eCommerce platform, which enhanced the shopping experience and led to a 392% increase in user engagement and 39% increase in conversion rates.
- Directed UX efforts for Anand Rathi, simplifying account management and improving client satisfaction by 30% through user-friendly designs.
- Led client communication and feedback sessions, ensuring alignment with project objectives and incorporating client insights into rapid design iterations.

EDUCATION

Bachelor in Applied Arts (BFA)

MIT Art, Design & Technology University

2016-2021, Maharashtra

SOFT SKILLS

- Advocacy for Design Principles
- Project Leadership
- Balancing Business vs User
- Feedback Integration
- Stakeholder Communication
- Strategic Thinking
- Cross-Functional Communication
- Design Thinking
- Problem-Solving
- Workshop Facilitation
- Pitch presentations
- Rapid Iteration
- Aesthetic Sensibility
- Visual Communication

CERTIFICATIONS

Enterprise Design Thinking Practitioner

IBM Practitioner Badge

2023

HARD SKILLS

- Competitive Analysis
- UX auditing
- Usability Principles
- User Research
- AI-Powered Design Tools
- Information Architecture
- Responsive Design
- Market Analysis
- Affinity Mapping
- B2B design
- Agile Methodologies
- Product Positioning
- User Experience Design
- Card sorting

PROJECTS

- Yatra
- QS Worldmerit
- Jockey India
- Budweiser Loyalty
- Pathways
- eFeed
- Asmita
- BikeBazaar
- AnandRathi
- Intellve
- VetVantage.ai
- Equibiz