Tanya Bansal │ Product Designer

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EDUCATION

Indiana University, Bloomington, Indianapolis   August 2023 – May 2025 (expected)
Master's of Science — Human Computer Interaction

MIT Institute of Design, Pune, India   July 2018 – May 2022
Bachelor's of Design — User Experience Design

WORK EXPERIENCE

Product Designer, Jubilant Foodworks, Noida, India   July 2022 – June 2023

- Led the development of an in-store ordering app for Popeyes India kiosk, rooted in extensive user research and embodied interaction principles, resulting in a 5% increase in the average bill per order and a substantial 20% surge in customer loyalty.
- Redesigned onboarding and location flows for Popeyes India App,based on best practices and A/B testing conducted, leading to a notable 25% growth in new sign-ups.
- Successfully revamped the menu structure for Domino's India, informed by extensive user surveys and design refinements, resulting in a commendable 15% increase in online orders for less browsed products.

Product Design Intern, GreyOrange, Gurgaon, India   January 2022 – May 2022

- Designed a tablet application to facilitate returns management with Grey Orange's ranger robots
- Developed detailed storyboards and user flows to ensure seamless synchronization between operators and the robots, which reduced the occurrence of error cases significantly.

UX Design Intern, Minutemen, Hyderabad, India   August 2021 – November 2021

- Designed and prototyped an AI based data automation system that minimized the efforts of educators in India and reduced their time consumption in creating tests, notes significantly.

UX Design Intern, Eq Technologic, Pune, India   June 2021 – July 2021

- Collaborated with the Design Language System team of 12+ designers and led the discussion of accessibility to ensure adherence to Web Content Accessibility Guidelines.
- Conducted regular accessibility audits, providing created guides to design for better accessibility.
- Created design & content guide for error message modals, reducing complaints by 30 percent.

UX Design Intern, Habbit (Now acquired by Allipo), Bengaluru, India   February 2021 – May 2021

- Conducted stakeholder interviews and performed a comprehensive literature review, including a competitive analysis, to gather requirements effectively.
- Utilized design thinking principles to ideate and create working prototypes of the app, ensuring seamless communication and efficient developer handoff.

AWARDS

Winner, Hackathon at Jubilant Foodworks 2022, Designed a Group Order feature for Domino's India

Runners Up, Salesforce Design Challenge 2020, Designed an Interactive learning platform for primary education considering the limitations of online learning

SKILLS & TOOLS

Research: Interviews, Ethnographic research, Contextual Inquiry, A/B testing, Heuristic evaluation, Affinity mapping, Card sorting, Cognitive Walkthrough, Task analysis, Data analysis, Usability testing
Design: Information Architecture, User journeys, Personas, Storyboards, Wireframes, Prototyping, Data visualization, Style guides, Visual Design
Tools: Figma, Adobe CC Suite, SPSS, HTML, CSS, Arduino, Lottie, JavaScript, After Effects