

Rutvi Bhavsar

Bloomington, IN

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Education

Indiana University

Master of Science in Human Computer Interaction Design

Aug. 2023 – May 2025(Expected)

Bloomington, Indiana

Gujarat Technological University

Bachelor of Engineering in Information and Communication Technology

Aug. 2018 – June 2022

Ahmedabad, India

Experience

Titans Finance

UI/UX Designer

June 2022 – Dec 2022

Remote

- Coordinated end-to-end initiatives in the De-Fi sector, aligning with market trends and user needs to enhance user experience.
- Contributed to the design of De-Fi products by conceptualizing and ideating the features of the app by conducting user interviews, collaborating with domain experts, designing user journeys, prototyping, testing and shipping designs along with developers.
- Led the development and implementation of design systems across diverse product portfolios, ensuring consistency and scalability.
- Initiated UX design for the Lending Pool product, constructing the Information Architecture, emphasizing intuitive interactions and a user-centric approach.

Quicko

UI/UX Designer Intern

Jan 2022 – June 2022

Ahmedabad, India

- Addressed problem statements related to tax compliance, identified core product features, and crafted user flows with a focus on optimal user experience.
- Collaborated with cross-functional teams, including engineers and product managers, to seamlessly integrate design elements and ensure optimal user experiences.
- Revamped a key tax audit determination tool, enhancing efficiency and user-friendliness through strategic modifications.
- Guided the UX and UI design for the integration of an insurance module, emphasizing user-centric interactions and maintaining a cohesive product design
- Led the redesign of an Income Tax filing and planning Progressive Web Application, conducting thorough UX research and market analysis.
- Single-handedly designed, shipped, and iterated over 100+ screens for the progressive web app of Quicko's Tax filing and planning platform, which helped reduce the drop-off rate by 73%.

Skills

Design: User Interface, User Experience, Visual Design, Story Boarding, Wireframes, Prototypes, Mockups, User Flows, Information Architecture, Site Maps, Concept Design, Cognitive Psychology, Product Strategy, Design Systems, Storytelling, Design Documentation

Research: User Interviews, Surveys, Field Observations, Contextual Enquiry, Usability Testing, Competitive Analysis, Secondary Research, Affinity Mapping, Data Analysis, Participatory Design, Design Thinking

Tools: Figma, Framer, Miro, Adobe Xd, Adobe Illustrator, HTML+CSS, Adobe Indesign, Procreate, Notion

Achievements

ETHGlobal Online Hackathon

Pool Prize Winners

Fall 2022

- Collaborated in a dynamic team of four, uniquely positioned as the sole designer, driving design decisions and strategies.
- Conceptualized, designed, and prototyped both admin and user applications, specifically tailored to address diverse sponsor use cases.