

Rutvi Bhavsar

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EDUCATION

Indiana University Bloomington

M.S. Human Computer Interaction/ design

Relevant Coursework: Introduction to HCI/d, Foundations of HCI/d, Experience Design, Interaction Design Methods, Meaning and Form, Information Architecture in Practice, HCI/d Studio Practice, Introduction to Virtual Reality, Visual Design.

May, 2025 (Expected)

Bloomington, IN

Gujarat Technological University

B.E. Information and Communication Technology

June, 2022

Abmedabad, India

WORK EXPERIENCE

Windows to the World, Hamilton Lugar School, IU

Digital Coordinator (UX Research, Design, and Development)

September, 2024 - Present

Bloomington, IN

- Spearheaded **UX research and design** initiatives for the Windows to the World platform, resulting in a **30% increase** in user engagement from K-12 educators by enhancing the digital experience for global education.
- Collaborated with museum researchers to optimize information architecture and user flows, **reducing user onboarding time by 21%**.
- Conducted **usability testing with educators**, iterating on designs to achieve a **20% improvement in user satisfaction** scores.
- Managed **content updates and site maintenance using WCMS**, ensuring the platform remained current and reliable.

Titans Finance

UX/UI Designer

June, 2022 – December, 2022

California (Remote)

- Led the UX design for the Lending Pool product, focusing on **creating Information Architecture** and streamlining user interactions, which projected a **23.2% increase in user satisfaction** and a 14.7% improvement in task completion times.
- Developed and iterated **key features** for Molecular Factory, based on early feedback and market analysis, expanding the **product's capabilities by 26.3%**.
- Conducted usability tests on internal prototypes with 7 users, analyzing transaction workflows and navigation flows, identifying critical pain points, and **reducing expected onboarding time by 34%** through design iterations.
- Developed Titans' design system from scratch, standardizing components across 3 De-Fi products, improving design scalability and **reduced development time by 18%**.

Quicko

UX/UI Design Intern

January, 2022 – June, 2022

Abmedabad, India

- Redesigned the tax audit determination tool for all devices, collaborating with domain experts to ensure regulatory accuracy, and improved **tool efficiency by 56.4%** through IA restructuring and enhanced data input methods.
- Integrated an insurance module into the tax planning platform by designing user interfaces and visual elements for partnership integration resulting in increased **module usage by 27%**.
- Designed **100+ screens** for Quicko's Income Tax Filing and Planning PWA, resulting in a **73% reduction in user drop-off** rates by optimizing navigation and improving task flows.
- Conducted usability testing and incorporated market insights into the redesign of the tax filing PWA, reducing **user errors by 8.9%** and improving **task completion time by 14%**.
- Collaborated with engineers to ensure design consistency and technical feasibility across all product features, which reduced the **overall development cycle by 20%**.

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, Service Design

Research: User Interviews, Surveys, Field Observations, Contextual Inquiry, Usability Testing, Competitive Analysis, Secondary Research, Affinity Mapping, Data Analysis, Participatory Design, Co-Design, Heuristic Evaluation, Design Thinking

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

INVOLVEMENTS

Adobe Student Ambassador

Indiana University

May, 2024 - Present

Bloomington, IN

- Promoted Adobe Creative Cloud tools through social media content and event organization, leading to a **25% increase in student activations** and improved brand visibility on campus.

ETH Global Online Hackathon

Pool Prize Winners

September, 2022 – October, 2022

- Led the design **as the sole designer** in a team of four, driving all design decisions and strategies.
- Conceptualized, designed, and prototyped admin and user applications, tailored to meet varied sponsor use cases, resulting in an innovative solution that impressed judges panel of 4 and **secured the Pool Prize**.