

VARTIKA BHONSLE | PRODUCT DESIGNER

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EXPERIENCE

UX/UI & Graphic Designer — Arizona State University

Tempe, AZ | Aug 2022 - Present

- Revamped Tutorbot (AI chatbot) by providing design recommendations and produced mid-fidelity prototypes that addressed 10+ usability issues.
- Analyzed user interface and crafted high-fidelity prototypes for InScribe (community platform), reducing errors by 40% for the onboarding process.
- Undertook qualitative and quantitative research by facilitating focus groups to enhance ASU's Academic Support Network (ASN) services.

UX/UI Designer & AI Artist — Vchar.ai

Seattle, WA | May 2023 - Jul 2023

- Created images for 7+ e-commerce retailers including Untuckit, TheRealReal, Lenskart, Soonu, using stable diffusion models from CivitAI employing techniques like image inpainting, ControlNet, Lora, image segmentation within AI frameworks (Automatic1111)
- Prototyped an AI-generated image editing software through 3 iterations while collaborating with founders, scientists, and frontend/backend software engineers.
- Introduced a design hierarchy by simplifying the user flows, resulting in a 85% reduction in asset creation time.

Packaging Designer — The Turtle Story

Mumbai, India | Apr 2022 - Jul 2022

- Led a team of 4 designers in end-to-end branding and packaging design for Isha Foundation's product line, incorporating client-specific requirements.
- Boosted The SkinDiet Company's Instagram presence to 11.1K followers within a year through a strategic, audience-centric campaign.
- Utilized UX-driven market research through vendor collaboration to optimize cost-effective packaging design for 5+ clients.

Graphic Design Intern — Vyas Giannetti Creative

Mumbai, India | Nov 2020 - Apr 2021

- Redesigned Baskin-Robbins' retail experience and menu cards in stores across India, adhering to brand guidelines for the strategic promotion of new offerings.
- Designed social media creatives and motion graphics for 5+ clients — Baskin Robbins, Aditya Birla Group and Kessaku Apartments using Adobe CC.

CERTIFICATES

- **Collaborative Institutional Training Initiative (CITI)**
Research Ethics Education
- **Arena Animations**
Animation with Adobe Animate

EDUCATION

Arizona State University

Master of Science

Human-Computer Interaction

GPA 4.0/4.0

Aug 22 - Apr 24

Fashion Institute of Technology, NYC

Associate in Applied Science

Communication Design

GPA 3.8/4.0, Dean's List

Aug 19 - May 20

National Institute of Fashion Technology, India

Bachelor of Design

GPA 8.9/10.0

Jul 2017- Sep 2021

SKILLS

Technical

Prototyping: Figma, Balsamiq, Sketch, InVision, AdobeXD

Adobe Creative Suite:

Photoshop, Illustrator, Indesign
After Effects, Premiere Pro

HTML/CSS

Automatic1111

Blender

Design

Interface design

Interaction Design

User research

Illustration

Wireframing

Storyboarding

Prompt engineering

Collaboration

Miro

FigJam

Jira

Monday.com