VARTIKA BHONSLE | PRODUCT DESIGNER

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EXPERIENCE

UX/UI Designer — Do Amore   February 2025 - Present
Houston, TX

◦ Redesigning 10+ webpages to seamlessly integrate the brand's story into the website, ensuring clarity, consistency, and user engagement.

◦ Utilizing Google Analytics, Microsoft Clarity, and A/B testing to analyze user behavior, optimize key touchpoints, and enhance conversion rates by 15-25%.

Design Specialist — Sharelitix   September 2024 - January 2025
Scottsdale, AZ

◦ Designed and implemented scroll-triggered animations on responsive web pages, boosting user engagement by 25% and improving navigation consistency.

◦ Crafted a marketing strategy and produced assets (templates, webpages, infographics), increasing client engagement and brand awareness by 20%.

UX/UI Designer — Arizona State University   August 2022 - July 2024
Tempe, AZ

◦ Revamped Tutorbot (AI chatbot) by providing design recommendations and produced mid-fidelity prototypes addressing 10+ usability issues.

◦ Analyzed user interface and crafted high-fidelity prototypes for InScribe (community platform), reducing errors by 40% for onboarding process.

◦ Undertook qualitative and quantitative research by facilitating focus groups to enhance ASU's Academic Support Network (ASN) services.

UX/UI Designer — Vchar AI   May 2023 - July 2023
Seattle, WA

◦ Prototyped an AI-generated image editing B2B SaaS product through 3 iterations while collaborating with founders, scientists, and frontend/backend engineers.

◦ Developed a design system with clear hierarchy, simplified user flows, and ensured WCAG compliance, reducing asset creation time by 85%.

◦ Created images for 7+ e-commerce retailers including Untuckit, TheRealReal, and Lenskart, using stable diffusion models, employing techniques such as image inpainting, ControlNet, Lora, image segmentation within AI frameworks (Automatic1111).

Packaging Designer — The Turtle Story   January 2022 - July 2022
Mumbai, India

◦ Led a cross-functional team of 4 in end-to-end branding and packaging design for Isha Foundation's product line, incorporating client-specific requirements.

◦ Redesigned the UI for both mobile and website platforms of Isha Life's Bloom product line contributing to the brand's growth in serving a global customer base.

Graphic Designer — VGC Design Agency   November 2020 - October 2021
Mumbai, India

◦ Redesigned Baskin-Robbins' retail experience and menu cards in 5k+ stores across India, aligning with brand guidelines to promote new offerings.

◦ Designed social media creatives and motion graphics for 5 clients — Oberoi International School, Aditya Birla Group and Kessaku Apartments using Adobe CC.

EDUCATION

Arizona State University
Master of Science
Human-Computer Interaction
GPA 4.0/4.0
August 2022 - May 2024

Fashion Institute of Technology, NYC
Associate in Applied Science
Communication Design
Student Exchange Program
GPA 3.8/4.0, Dean's List
August 2019 - May 2020

National Institute of Fashion technology, India
Bachelor of Design
GPA 8.9/10.0
June 2017 - September 2021

SKILLS

Tools

Prototyping & CMS
Figma, Adobe XD, Sketch, Balsamiq, InVision, Webflow, Framer, Drupal

Adobe Creative Suite
Photoshop, Illustrator, InDesign, After Effects, Premiere pro

Analytics Google Analytics, Microsoft Clarity, Maze

Skills
Wireframing
Rapid Prototyping
Design Systems
Illustration
Interaction Design
Information Architecture
User Research
Usability Testing
A/B Testing
Animation
Branding
UX Writing

Collaboration
Miro, FigJam, Asana
Jira, Trello, Monday.com