BHAGYASHRI PAWAR PATIL (Stamp 1G, Ireland)

UX/UI Designer | UX Researcher | Product Designer

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LinkedIn | Portfolio Website

PROFESSIONAL SUMMARY

Creative and results-driven UX/UI Designer with over **5+ years of experience** in crafting user-centered digital solutions for **diverse industries, including healthcare and fintech**. Expertise in **UX research, interaction design, visual design and front-end development (HTML, CSS, JavaScript)**, combined with a strong foundation in accessibility standards(**WCAG**) and usability metrics. Proficient in tools like **Figma, Adobe XD, Sketch, and Invision**.

WORK EXPERIENCE

Lead UX/UI Designer (Freelance)
The MenoPal, Dublin, Ireland | 11/2024 – Present

- Led UX/UI initiatives throughout the complete design lifecycle, improving usability scores by over 35% through rigorous testing protocols; utilized insights to create interfaces that prioritized accessibility and satisfaction among diverse users.
- Spearheaded the end-to-end design process for a wellness app, conducting UX research and implementing wireframes that increased user engagement by 40%, directly impacting retention rates among users aged 18-35.
- Conducted usability testing and ensured responsive, user-focused designs aligned with user needs.
- Utilized tools like Figma, Adobe XD, and InVision to deliver high-quality designs.

User Experience Designer
Dell Technologies (Moonraft Payroll), Bengaluru, KA | 08/2021 – 08/2023

- Enhanced product functionality, reducing user complaints by 30% through user-centered design.
- Conducted user research with over 150 participants, creating detailed user journeys and personas, increasing design precision by 40%.
- Led multiple projects concurrently, improving navigation and reducing bounce rates by 15%.
- Facilitated workshops with cross-functional teams, resulting in a 35% improvement in user satisfaction.

UI/UX Designer
Leo Technosoft, Pune, MH | 12/2020 – 07/2021

- Designed user interfaces and experiences, improving user engagement by 30%.
- Revamped the company homepage, reducing bounce rates by 40% and increasing lead generation by 15%.
- Crafted wireframes, sitemaps, and process flows to optimize user navigation by 30%.

UI/UX Designer
Sankey Solutions, Mumbai, MH | 12/2018 – 12/2020

- Managed the redesign of an internal tracking system, boosting engagement by 25% with 20+ new features.
- Improved project turnaround time by 20% through collaboration with developers and product managers.
- Enhanced product functionality by 30%, delivering user-centered solutions.

EDUCATION

Master's of Science in Interaction and Experience Design
University of Limerick | 09/2024

- International Students Ambassador

Master's in Computer Application
Government College of Engineering, Karad | 05/2019

- Gold Medalist, 2018-2019 Batch

Bachelor of Computer Science
Shivaji University, Kolhapur | 03/2016

SKILLS

UX & UI Design: UX Research, User Journey Mapping, Interaction Design, Visual & UI Design, UX Writing, Wireframing, Prototyping, Storyboarding, Usability Testing, Personas, Sitemaps, Usability Metrics

Design Systems & Branding: Typography, Layout, Color Theory, Style Guides, Branding Strategy, Salesforce Lightning Design Libraries

Tools & Technologies: Figma, Adobe XD, Sketch, InVision, Miro, Adobe Creative Cloud

Technical & Emerging Trends: HTML, CSS, JavaScript, Responsive Design, AI-Powered Design, AR/VR Design, Cross-Platform Development

Methodologies: Agile/Lean UX, Design Thinking, Human-Centered Design

Languages: English: Fluent, Hindi: Proficient, Marathi: Native

CERTIFICATIONS AND VOLUNTEER EXPERIENCE

Certifications:

- Google UX Design Certification
- Silver Award from PVA for Volunteering

Volunteer Work:

- Organized a design conference for 20+ attendees.
- Social Media Officer, PhotoSoc Committee, University of Limerick.