

Amruta Bhavsar

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Product Designer

Results-driven and empathetic UX Designer with a passion for usability. Eager to contribute to a forward-thinking company where expertise in user-centered design principles can help create intuitive solutions and positive technological outcomes.

Education and Certifications

MIT xPRO | Designing and Building AI Products and Services

06/2023 - 08/2023 | Certificate

California College of the Arts | Interaction Design

08/2019 - 05/2023 | Bachelor of Fine Arts • Graduated with High Distinction • Minor in Computational Practices

Skills and Software

Skills | User-Centered Designs • Usability Testing • Prototypes • Wireframes • Information Architecture • Design Thinking • Visual Design • Task Flows • Personas • Collaboration • Mockups • Style Guides • User Journeys • AI Frameworks

Software | Figma • Sketch • Adobe Creative Suite • Photoshop • Illustrator • Adobe XD • After Effects • Premiere Pro • InDesign • Mural • Miro • Google Suite • Microsoft Suite • WordPress • Bubble.io • HTML • JavaScript • CSS

Work Experience

UI/UX Design Intern | Leadz Aura | 01/2024 - Present

- Currently working in collaboration with designers, developers, and leadership on the end-to-end designs for an AI tool

UX Designer | SOMAmetrics | 02/2023 - 10/2023

- Spearheaded the redesign of critical website pages utilizing WordPress, Elementor, and HTML. Reimagined way-finding and navigation with the website's SEO optimization and visual appeal in mind.
- Led the end-to-end visual transformation of the SIP platform through user-centric design, simplified task flows, optimized information architecture, and introduction of visual aids. Resulted in a streamlined product with simplified usability that emerged as a key selling point for the company.
- Collaborated seamlessly with cross-functional teams, ensuring effective front-end implementation through HTML.
- Consistently presented work that received overwhelmingly positive feedback from managers and peers, setting a high standard for design quality within the organization.

Digital Product Design Intern | Royal Caribbean Group | 05/2022 - 08/2022

- Conducted extensive usability research on various UI design methods and design system practices, providing invaluable insights to optimize the Digital Design team's workflow.
- Updated ship deck maps within the guest app, ensuring precise and user-friendly navigation. Organized design files neatly and maintained Figma components for a streamlined design process.
- Conducted thorough secondary research on chat-bot customer service methods. Analyzed digital customer service approaches across diverse industries, contributing to innovative design solutions.
- Took charge of design initiatives for a team of interns in the "Design the cruise experience of the future" CaseCompetition. Created high-fidelity wireframe prototypes, illustrations, mockups, and design artifacts in Figma and Photoshop, addressing user goals and pain points effectively.

UI/UX Design Assistant Intern | Ren Energy | 04/2022 - 08/2022

- Collaborated effectively with a partner, employing the Double Diamond design process, to deliver user-centric solutions and demonstrate excellent teamwork and communication skills in the design of a pivotal feasibility feature.
- Conducted multiple usability tests with the Ren Operations team, ensuring a user-focused feature, and continually integrated user feedback into design iterations for an intuitive and efficient result.
- Significantly improved the operational efficiency of the Ren platform, eliminating cross-referencing of spreadsheets.