Avinash Bhujbal

Sr. Product Designer

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Highlights

Bringing 10+ years of dedicated Product Design experience, I am passionate about transforming complex user and business challenges into intuitive, high-impact design solutions. My skill set includes leading robust user research, conducting insightful UX analyses, and orchestrating usability testing to ensure design efficacy.

Work Experience

Chargebee – Senior Product Designer

MAR 2022 – PRESENT · 3+ YRS

- Defined UX strategy by synthesizing user research and product requirements, aligning with business objectives, resulting in a 0% churn in user retention.
- Crafted innovative design strategies to resolve complex UX challenges and guide cross-functional teams, enhancing project efficiency.
- Conducted product evaluations and usability testing, translating insights into design refinements, improving usability metrics.

Excellarate

NOV 2019 – MAR 2022 · 2 YRS 5 MOS

Senior Product Designer

JUL 2021 – MAR 2022

- Led a team of 3 designers to craft UX strategies, enhancing user experience and increasing engagement.
- Promoted 'Design at Excellarate' on social channels, boosting brand visibility and attracting new clients.
- Contributed individually as a product designer, delivering innovative design solutions and improving project efficiency.

Product Designer

NOV 2019 – JUN 2021

- Led end-to-end user research, analysis, and usability testing, driving data-informed design decisions, resulting in improved usability.
- Crafted comprehensive user flows, wireframes, prototypes, and visual designs, enhancing user-centered solutions and increasing engagement.
- Applied advanced participatory and iterative design methods, including in-depth user interviews and observational studies, optimizing design processes and project efficiency.

Mobisoft Infotech – UI & UX Designer

APR 2018 – NOV 2019 · 1 YR 8 MOS

- Drove UI/UX design excellence across mobile and web applications, enhancing user experience and increasing engagement.
- Specialized in full-cycle product design, collaborating with stakeholders, engineers, and product managers to deliver intuitive interfaces, resulting in improved usability metrics.
- Introduced an icon solution guide, significantly optimizing development efforts and reducing design time.

Xoriant Solutions – Design Intern, UX & UI Designer

DEC 2014 – APR 2018 · 3 YRS 5 MOS

- Directed UX/UI design initiatives for mobile and web applications, enhancing user experience and increasing engagement.
- Crafted on-brand designs for social media and transport platforms, ensuring consistent user experiences and reducing design time.

Skills

UX Strategy & Leadership
Stakeholder Interviews
User Interviews
Usability Testing
Journey mapping
Interactive Prototyping
Information Architecture
Analytics Review
Prioritization Grids
Heuristic Evaluation

Industries

Payments
Subscription Billing
IoT
Compliance Management
Buyout Marketplace
Healthcare
Disaster Management
Digital Wallet
E-commerce

Tools

Figma, Sketch
Miro, FigJam
Adobe Illustrator, Photoshop
Principle
Invision, Zeplin, Avocode

Certifications

Enterprise Design Thinking:
1. Co-Creator
2. Practitioner

Education

Bachelor of Computer Science

MARCH 2014 –
MUMBAI UNIVERSITY

6.2 GPA