



# Avinash Bhujbal

## Sr. Product Designer

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### Highlights

- Over 9 years of professional experience in Product Design with a proven ability to translate product and user goals into functional user experiences.
- Hands-on expertise in conducting Research, UX reviews, and Usability testing.
- Proficient in crafting functional designs for desktop, tablet, and mobile devices.
- Skilled in collaborating effectively with clients, stakeholders, product managers, and engineers to ensure a seamless user experience from concept to launch.

### Work Experience

#### Chargebee – Senior Product Designer

MAR 2022 – PRESENT · 2+ YRS

My role at Chargebee is to understand and investigate the requirements in depth, work on a UX strategy to take the right approach toward problem-solving, and perform required UX techniques to ensure we have everything to proceed to craft a better user experience. Also, conduct product reviews and usability testing to collect feedback and refine the user experience until it gets easy to use and interact with it.

My role also needs a better collaboration with Stakeholders, Product Managers, Engineers, Legal, UX writers, and Testers to ensure we are working towards one goal.

#### Excellerate

NOV 2019 – MAR 2022 · 2 YRS 5 MOS

##### Senior Product Designer

JUL 2021 – MAR 2022

As a senior product designer, I’m leading a team of 3 designers and assisting them in crafting UX strategies. I have also taken up the initiative to promote “Design at Excellerate” page on LinkedIn to spread the design culture we have.

+ Individual contributor as a product designer role mentioned below.

##### Product Designer

NOV 2019 – JUN 2021

I was responsible to, plan, prioritise, coordinate, and conduct user requirements analysis, user research, personas, scenarios, task analysis, user flows, information architecture design, wireframes, usability testing, visual design, and prototyping.

Design and specify user interfaces using participatory and iterative design techniques, including observational studies, user/customer interviews, usability testing, and other forms of requirements discovery wherever required.

#### Mobisoft Infotech – UI & UX Designer

APR 2018 – NOV 2019 · 1 YR 8 MOS

Experienced in UX/UI design for mobile and web applications across diverse domains such as Healthcare, Social, e-Commerce, Transport, and IoT. Specialized in end-to-end design processes, collaborating with stakeholders, engineers, and product managers to deliver intuitive interfaces.

Introduced an icon solution guide, optimizing development efforts and enhancing user experiences by reducing loading times.

#### Xoriant Solutions

##### Design Intern, UX & UI Designer

DEC 2014 – APR 2018 · 3 YRS 5 MOS

I have experience as a UX & UI designer, focusing on mobile and web applications in diverse domains including social media and transport. I’ve adeptly crafted designs within brand guidelines, enhancing and reinforcing the unique style of each brand.

### Skills

#### Research

Stakeholder interviews, Analytics review, Competitor analysis, Surveys, User interviews, Heuristic review, Usability testing, Stakeholder mapping

#### Define

Affinity mapping, Venn Diagram, Empathy Mapping, Personas, Scenarios, Experience Map

#### Ideation

Whiteboarding, User flows/Workflows, Task flows, Information architecture, Prioritization grid, Sitemap

#### Design and Test

Wireframe, Styleguide and UI library, Visual design, Usability, Accessibility, Mockups, Interactive prototyping, Micro-interaction, Usability testing, A/B testing

### Industry Experience

Payments, Subscription Billing, IoT, Compliance Management, Buyout Marketplace, Healthcare, Disaster Management, Digital Wallet, E-commerce, Social Networking.

### Tools



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

### Certifications



**Enterprise Design Thinking Co-Creator** issued by IBM



**Enterprise Design Thinking Practitioner** issued by IBM

### Education

#### Bachelor of Computer Science

MARCH 2014 – MUMBAI UNIVERSITY