

Bhavisha Ramtani

Product Designer | UX Researcher

bhavisha.prodesigner@gmail.com | +91 9981529021 | bhavishramtani.com | [LinkedIn](#)

PROFESSIONAL SUMMARY

Product Designer with a strong UX research foundation, experienced across the full research-to-shipped-product lifecycle — discovery, user interviews, journey mapping, wireframing, prototyping, usability testing, and high-fidelity UI in Figma. Combines behavioral design principles with rigorous, data-backed research to drive decisions that move real metrics: led a research-driven onboarding redesign that lifted completion by 28% and cut drop-offs by 32% across 162+ learners, and has conducted 450+ user interviews and research studies across discovery and validation. Comfortable owning research and design end-to-end — from insight to shipped interface — and collaborating directly with founders, engineers, and stakeholders in fast-moving, remote-first environments.

CORE SKILLS

- **Research & Strategy:** User Interviews, Surveys, Contextual Inquiry, Discovery & Evaluative Research, Qualitative & Quantitative Research, Journey Mapping, Personas, Affinity Mapping, Service Blueprinting, Heuristic Evaluation, Research Synthesis
- **Product Design:** Wireframing, Prototyping, High-Fidelity UI Design, Interaction Design, Design Systems, Information Architecture, Usability Testing, Design Thinking, Behavioral Design
- **Collaboration:** Stakeholder Management, Cross-functional Collaboration, Workshop Facilitation, Business Analysis, Product Discovery, Agile, AI-Assisted Research & Design

EXPERIENCE

Freelance UX Researcher & Product Designer 2024 – Present

- Conducted 450+ user interviews and research studies across discovery and validation for early-stage startup clients, owning research design through to shipped Figma UI.
- Designed and tested onboarding flows for an EdTech product, driving a 28% increase in onboarding completion and a 32% reduction in drop-offs across 162+ learners.
- Built personas, journey maps, and affinity maps that shaped feature prioritization and interaction design for cross-functional teams.
- Facilitated stakeholder and design workshops to align research, product, design, and engineering on scope and direction.
- Delivered executive-ready research and design reports used directly in product decision-making.

SELECTED PROJECTS

- **Decoded DFC (EdTech):** Research-led onboarding redesign based on 220+ learner responses — +28% onboarding completion, -32% drop-offs.
- **AWIANA (Parent–Child Engagement Platform):** End-to-end research through high-fidelity prototype — 50+ user interviews, 4 validated personas, 5+ design iterations, delivering personalized recommendations and progress tracking.
- **VOUCH (Design for Change Hackathon 7.0):** Led UX research and product design as Vice-Captain of a 6-member team, designing a dual-platform (mobile + wearable) trust ecosystem for informal caregivers across a 6-week sprint — 20+ high-fidelity screens, 10+ user flows, and a scalable design system. Recognized as Best Technical Depth Team Project.

TOOLS

Figma, FigJam, Miro, Dovetail, Notion, Google Workspace, Google Forms, Adobe Illustrator, Photoshop, ChatGPT & AI-assisted research/design workflows

EDUCATION

- Product Design — DFC (2026)
- Graphic Design — Designwala (2025)
- M.Com | B.Ed | B.Com | Fashion Designing