Bhawna Tak

Strategic Product Designer | Enterprise UX & AI

bhawnatak@gmail.com
+91 9738071835
LinkedIn | Portfolio

Career Summary

- Strategic Product Designer operating at platform and product-strategy scope, with 10+ years across engineering, product design, research and strategy in enterprise, SaaS, fintech and public-sector environments.
- Research-led and systems-oriented, shaping product direction through structured discovery, strategic framing and stakeholder storytelling across design, product and engineering.
- Trusted for judgement over output, translating user insight, business goals, and technical constraints into durable product decisions and scalable interaction frameworks across complex enterprise ecosystems.

Work Experience

Senior Product Designer

HP Inc., Bengaluru | Jul 2023 - Present

- Designing control-panel **UI for HP's monochrome 2-line-display printers in the SMB segment**, fitting core printing, setup and error-recovery tasks into a highly constrained interface.
- **Defined HP's Intent-First Experience Strategy**, applying systems-level thinking to reframe fragmented legacy print workflows into intent-based product opportunities, enabling teams to shift from feature-led development to discovery-led product thinking across global and emerging markets.
- Designed the destination experience for **Scan+** on HP enterprise printers: a **one-scan, multi-destination flow** for high-frequency, high-scale use, built on WCAG-compliant interaction models.
- Conceptualised a patent-filed, **AI-enabled document-handling experience**, turning print-workflow inefficiencies into intent-aware concepts for on-device intelligence.
- Founded and governed the Dott Design System, **setting monochrome-optimised standards** across HP's embedded products and reducing design-engineering handoff friction by **50%.**

Product & Research Associate

ServiceNow, Hyderabad | Aug 2022 - Feb 2023

- Conducted stakeholder interviews and netnography for ServiceNow's Customer Service Portal and synthesised the findings, uncovering high-friction upgrade gaps in enterprise workflows and proposing strategic recommendations.
- Contributed to competitive benchmarking and roadmap recommendations that shaped a future-state product vision aligned with Enterprise Service Management (ESM).

Strategic Design Projects & Consulting

Govt. Partnerships, Public Sector, Fintech and Social Impact | Mar 2021 - May 2023

- Redesigned the UX for TasConnect's trade-finance platform (Singapore), running usability audits and introducing new workflows to improve clarity and enterprise adoption.
- Led primary research for **Indian Railways' One Station One Product initiative**, analysing craft-buying behaviour at Ahmedabad Station to inform product-market strategy for a **national Government of India programme.**
- Collaborated with **Invest India and NID on rural education strategy,** proposing systemic interventions under the Prabuddha Gram Yojana.
- Partnered with **Asharfilal Kulfi Pvt. Ltd.** to conduct a design audit and redesign customer touchpoints and product portfolio; designed the **Saarthi service design project**, facilitating **35+ innovation workshops at NID Gandhinagar.**

Lead Experience Designer

Infosys Ltd., Wongdoody, Bengaluru | Jun 2018 - Sep 2020

- **Designed and scaled a 0→1 transportation and logistics** platform adopted by 15+ enterprise clients across 10+ countries, including XPO Logistics; it became the client's primary revenue platform within 12 months.

- Drove discovery and solution framing, turning operational constraints into workflows, user stories and design specifications.

User Experience Designer

Pebels Digital Experience Studio, Bengaluru | Feb 2018 - Jun 2018

- Moved from engineering into UX, leading discovery (card sorting, interviews, information architecture) and mobile-first flows for founders and SMB clients.

Software Engineer Analyst

Accenture PLC, Bengaluru | Jan 2014 - Jan 2018

- Built SQL-based data and automation pipelines to improve QA and reliability of large-scale enterprise systems, including **Marriott International's global hospitality platform.**

Education

- M.Des. in Strategic Design Management — **National Institute of Design (NID), Gandhinagar (2020 - 2022)**
- B.Tech. in Computer Science — **Govt. Women's Engineering College, Ajmer (2009 - 2013)**

Executive Education

- Strategic Design Program — **Rhode Island School of Design (RISD), Centre for Complexity (2019)**
- Design Thinking & Innovation — **Indian Institute of Science (IISc), Bengaluru (2018)**
- Industrial Design & Ergonomics — **Indian Institute of Science (IISc), Bengaluru (2018)**

Awards & Recognition

- Presented *Plate to Planet* in the Games Track at India HCI 2024.
- CII Young Designer Award — Top 6, Social Impact & Service Design (2022)
- Lift-Off Global Network — Official Selection for the mockumentary *Pratihari* (2021)
- Designathons: **ValueLabs** — Top 6 Finalist (2022) | **XPO** — Second Prize (2019) | **Adobe** — Third Prize (2018)

Core Skills

- **Strategy & Vision:** Product Strategy, Experience Strategy, AI-Enabled Design, Product Discovery.
- **Design & Systems:** Interaction Design, HMI & Embedded Display UI, Design Systems Governance, Enterprise UX, Systems Thinking, Prototyping, Accessibility (WCAG)
- **Research & Insight:** Mixed Methods, Exploratory & Evaluative Research, Strategic Framing, Sense-Making
- **Leadership & Alignment:** Cross-Functional Alignment, Stakeholder Storytelling, Workshop Facilitation

Tools

Figma, FigJam, Framer, Miro, Adobe Suite · AI-assisted prototyping & research: Figma Make, Claude, Claude Code, ChatGPT, Gemini, Microsoft Copilot, GitHub Copilot.

Leadership & Community Engagement

- **Mentorship & Teaching Volunteer** | WES Foundation | Jul - Dec 2025

  Designed and delivered a design thinking curriculum for **30+ students across Madhya Pradesh,** helping them move from solution-jumping to structured problem framing through user surveys and interviews, and towards systemic, sustainability-focused solutions.
- **Career Mentor** | FFE NGO | Jun - Dec 2025

  Mentored an IIT Bombay student on career direction, design communication and decision-making.
- **Student Chair & Membership Volunteer** | India HCI Conference | 2023 - 2024

  Collaborated with Prof. Anirudha Joshi (IDC, IIT Bombay) to lead the student volunteer initiative, contributing to **member research and community engagement strategies** for the national HCI ecosystem.