

She/Her

TEJASWINI KHEDKAR

Hi! I am(Teja) a highly skilled Product designer with a strong background in user research and UI/UX design. I possess 4.5+ years of experience in delivering functional and intuitive solutions that fulfill user needs, business requirements, and surpass the client expectations.

EXPERIENCE

Product Designer

BluColab, New York City | September 2023-Present

Led design research through various design methodologies and translated the research insights in the creation of **60+ wireframes** that **increased the user engagement by 30%**.

Product Designer

Thinkbridge Software, Austin Texas | March 2023-May 2023

Worked with multiple US based clients across multiple domains like healthcare, fintech, SAAS. Collaborated with cross-functional teams and Stakeholders using Jira and Notion for design sprints.

Accomplishments-

- **Gworks:** Worked closely with product managers to create **design systems** for SAAS that reduced time on task by 41% and **screens reduced from 17 to 8**.
- **Dash Solutions:** Optimized existing **information architecture** to simplify the user experience of onboarding screen for corporate gift card portal that **increased conversion rate by 60%**.
- **GOAT.tax:** Maintained and updated component library that **enhanced technical developments by 15%**.

UX Design Lead

Danish Startup Company, Denmark | May 2022-February 2023

Led end-to-end design from research to execution for designing an online platform to bridge the gap between patient and doctors by digitizing the appointment booking system.

Accomplishments-

- **Medical app:** Recruited users and conducted **20+ user interviews** to understand user **behavior patterns** to develop niche of a product.
- Updated design guidelines according to current trends.

Product Designer

Firstcry.com, Pune | December 2019-April 2022

Enabled collaboration through the pandemic by piloting and adopting tools like Miro and Figma to deliver seamless experience across **25M customers** of Firstcry.com.

Accomplishments-

- **Firstcry.com** mobile app and landing page: Conducted market research on **e-commerce** to identify market gaps and took part in ideation for new filters that **enhanced product searching rate by 70%**.
- **Firstcry-Intelli:** Evaluated prototypes by conducting **30+ usability sessions** to investigate loopholes in CTAs resulting simplified user interfaces that increased the customer retention rate by 65%.

ACADEMIC AND PERSONAL PROJECTS

Routine | Exercise challenge mobile app

- Designed an app for health conscious persona by giving them realistic health goals through simple exercise challenges.
- Worked on **task flow, user journey mapping** and use cases of a product.

Lean | A multipurpose coin bank

- Designed an interactive coin bank that has magnetic belt to stick the coins on belt and slide them inside according to user convenience.
- Worked on the 3D model and 3D prototyping of the same.

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- Based in New York City

EDUCATION

MS in Human Centered Design

Pace University, New York, USA

4.0/4.0 GPA

May 2023- December 2024

B.Des Product Design Degree

MIT ADT University, Pune, India

July 2015- May 2019

First class with distinction

SKILLS

Research

User research, Field observation, Strategic design, Empathy, User persona, User flows, Market research, Sketching, Card sorting. A/B testing, Usability metrics, Design Strategy

Design

Information Architecture, wireframing, UI Mockups, Design systems.

Software

Figma, Adobe Suit, Microsoft Office, Miro, Jira, Notion, Solidworks, Keyshot, Python, Wacom

Soft Skills

Design thinking, Story telling, Problem solving

INTERESTS

E-Commerce

Ideation

Identifying market gaps

LEADERSHIP & EXTRA CURRICULAR

• Zomato, India

Assisted product leaders to execute product vision and validated assumptions through user testing and research.

• Auraa

Owned a brand named 'Auraa', designed and sold 800+ handmade artefacts according to client preferences. Individually managed financial planning, sourcing, and marketing of the brand.

• Zealous Design Solutions, Pune

Conceptualized a battery operated mixer that works on solar power. Designed a 3D form and material finish for the same.